

# REAL ESTATE WEEKLY

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October 31, 2007

## Aragon tapped for Dentsu project

Dentsu America, Inc. has relocated from midtown Manhattan to 32 Avenue of the Americas. The 27-story, 1.15 million square foot landmark tower in the heart of lower Manhattan's Tribeca neighborhood is the former world headquarters of AT&T. Dentsu Holdings shares the 16<sup>th</sup> floor of the Rudin-owned and managed office building.

Aragon Construction, serving as construction manager, commenced pre-construction on Dentsu's new space in May and is scheduled to complete the project by the end of October. Aragon has gut renovated the 50,000 s/f floor and, together with TPG Architecture, created a sophisticated, comfortable, collaborative space for the Dentsu brand.

Other design details include over 40 different light fixtures, back-lit glass, a

centralized pantry and open coffee bar to promote employee interaction, floating ceilings, raised floors, stone walls, a 'living room,' which functions as another break-out space, and a step down middle area for the think-tank rooms and work stations. Wall-mounted self-contained waterfalls are being installed at the end of several corridors, and the DIRTT system was utilized for the glass and metal office fronts.

3 Form acrylic, a clear resin material with large perforations that allow light to filter through it, is being used in the elevator lobby and to form the brainstorming rooms. Additionally, the think tank/brainstorming rooms are built on platforms, 30 inches high, with lights reflecting underneath, creating the illusion that the rooms are suspended above ground.