



Fotografiska
New York

Fotografiska Announces Architecture & Design Partners Transforming Historic 281 Park Ave South

NEW YORK (February 6, 2019) – Fotografiska, the Stockholm-based, international destination for photography, announced today the team of architecture and design partners that are transforming the historic 281 Park Ave South building into Fotografiska New York, the first global outpost from Fotografiska and the first major cultural institution opening in NYC in over 40 years. Fotografiska will open in September 2019, and offer world-class photography exhibitions, restaurant and bar concept, and culturally eclectic event programming.

Award-winning architecture and interior design firm CetraRuddy is leading the design and renovation of the building, with a view to bring life to Fotografiska’s core value of inspiring a more conscious world. Esteemed design studio Roman and Williams will conceive the interior concept for the second floor restaurant. Technology consultancy Linq will be developing a tech-enhanced, multi-sensory journey for visitors to experience throughout the space. Higgins Quasebarth & Partners are consulting on the preservation and restoration elements of the historic property, such as the stained glass windows on the second floor and the intricate limestone and granite façade.

“We are thrilled to activate this historic landmark with Fotografiska’s vision and to give it back to the city as a space for social and cultural interactions. It’s one of those intriguing buildings that New Yorkers have always wondered: what’s behind its doors?” said Geoffrey Newman, General Partner & Owner, Fotografiska New York.

CetraRuddy envisions guests walking through the space with a welcoming experience that is both cerebral and sensual. Through forward-thinking design, the aim is to create an integrated experience from floors one through six that inspire memorable moments, and balance the opportunity for community and conversations as well as introspection and intimacy.

“Our desire for the building is to create an environment that captures the spirit of Fotografiska and the character of New York City,” said Nancy J. Ruddy, CetraRuddy Founding Principal. “Inspired by the juxtaposition of contemporary art with a landmark building, we’re designing a cultural venue that integrates art; food and beverage; and social engagement to encourage creativity and provide a personal yet dynamic shared experience. We are highlighting the heritage of the building in a subtle way so that the guests and the photography both bring the color and vibrancy.”

The six-floor, 45,000 sq ft. historic landmark building was constructed as the Church Missions House in 1894 in an area once known as “Charity Row,” and has housed offices for various philanthropic organizations at different periods over the years.

Since their Stockholm opening in 2010, Fotografiska has established itself as a haven of innovation and free expression. Guided by the brand pillars of inclusion, inspiration, innovation, sustainability and relevance, Fotografiska has become a global name synonymous with contemporary photography. Their exhi-



Fotografiska

New York

hibition history and presentation of photography is powerful and unparalleled, and includes over 170 exhibitions to date, such as David LaChapelle, Annie Leibovitz, Albert Watson, Sally Mann, Cooper & Gorrer, Ren Hang, and Christian Tagliavini.

For more information about Fotografiska, please visit www.fotografiska.com, or follow Fotografiska New York on [Facebook](#) and [Instagram](#).

About the architecture and design partners

Founded in 1987, **CetraRuddy** is an award-winning global architecture, planning and interior design firm. For three decades, the firm has led with a guiding principle that architecture and design must engage context and enrich the human spirit. The 100-person firm's thought leadership stems from shared passion and spirit of creating, as well as the firm's diversity of backgrounds and cultures. CetraRuddy's core beliefs begin with the idea that Architecture Is Home, always seeking out the story behind each building site, their deep historical context, and fresh opportunities to craft innovative solutions and lead clients on their journeys toward building a new legacy. Founded by Principals John Cetra FAIA and Nancy J. Ruddy, and led by seven distinguished principals, the firm works throughout the United States and abroad at varied scales and across typologies including multifamily housing, hospitality, education, cultural and commercial projects. CetraRuddy's portfolio of distinguished work -- defined by analytic problem-solving, contextual sensitivity, crafted details and innovative use of materials -- reflects an underlying commitment to the human experience.

Roman and Williams Buildings and Interiors is a New York- based design studio known for their work on hotels, restaurants, retail spaces, homes, and product design. Founded in 2002 by principals Robin Standefer and Stephen Alesch, the work of Roman and Williams employs a range of ideas, materials, objects, and references - from the unexpected to the pedigreed - and is instilled with a heightened sense of narrative. Over the course of their career, they have been honored with prestigious accolades, including the National Design Award for excellence in Interior Design, citations from Fast Company as two of the Most Creative People in Business, and being named to WSJ Magazine's 2017 class of Innovators. This year, the principals and firm have been recognized by The Sir John Soane Foundation and Fashion Group International for their work in architecture and design.

Roman and Williams' projects strive to consistently find the tension between spontaneity and rigor, refinement and rebellion, and past and future. Spanning Paris to Tokyo, among them: Ace Hotel New York, The Boom Boom Room and the Standard Highline, La Rotonde de la Murette, Freehand Hotels, and Le Coucou. In a project of cultural and civic significance, the firm has been awarded the commission to re-design the British Galleries at The Metropolitan Museum of Art.

LINQ have a deep passion for architecture and an affinity for innovative research that allows the company to harmoniously merge design with technology. Founded by Steve Lastro and Erich Bechtel, LINQ have consulted and designed AV & Technology for major brands across the US and UK. Specializing in high-end lifestyle sectors from Commercial, Residential to Hospitality and Retail, LINQ navigate a



Fotografiska

New York

project from concept through construction to completion. LINQ's mission is *to make things simple*, in helping to translate technology into unique experiences and connected lifestyles.

Since 1984, **Higgins Quasebarth & Partners LLC** has advised private, corporate, government and institutional clients in the preservation and rehabilitation of historic properties. The firm approaches every project with the view that historic buildings have a unique identity as complex physical objects, and containers for ideas. This insight is the basis for the firm's recognized ability to integrate and articulate every project's specific combination of technical, esthetic, intellectual and government review issues.

About Fotografiska New York

Fotografiska New York is a center for photography and culture located at 281 Park Avenue South. The location is founded on the mission, ethos and aesthetic of Fotografiska Stockholm, one of the world's largest venues for photography in a 6,500-square meter century-old building next to the Baltic Sea. Fotografiska New York will open in September 2019.

Fotografiska Stockholm houses an internationally awarded restaurant, inspiring event spaces, an acclaimed academy, and a shop featuring an extensive selection of photographic books. With a great network of world-class photographers at the core, the meeting space has hosted more than 170 exhibitions since the opening in 2010, including the work of iconic masters such as David LaChapelle, Helmut Newton, Sarah Moon, Nick Brandt, Sally Mann, and Andres Serrano, as well as up-and-coming young photographers. By taking a stand in controversial issues and stretching their responsibility far beyond the realm of traditional art institutions, Fotografiska has a history of acting as an influencer, playing an active role in the Swedish society.

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