

Eleven Madison Park Selects Allied Works Architecture To Design Highly Anticipated Renovation Opening September 2017

AWA's Redesign of Iconic New York Institution Infuses Original Art Deco Aesthetic With New Vibrancy and Contemporary Elements

New York City—March 1, 2017—Allied Works Architecture has been selected to design a major renovation and restoration of Eleven Madison Park, the Michelin-star restaurant located in the landmark Metropolitan Life building in Manhattan's Flatiron District. Encompassing the entire dining space—from the architecture of the dining room to the furniture, fixtures, and textiles—the project will honor and enhance the Art Deco design of the restaurant, which originally served as the lobby to the historic 30-story skyscraper facing Madison Park. The comprehensive redesign, which will be completed September 2017, will serve to further elevate the dining experience at one of the most acclaimed restaurants in the world. Eleven Madison Park will close on June 9 to begin work on the renovation.

Allied Works worked in close collaboration with **restaurant co-owners chef Daniel Humm and restaurateur Will Guidara** to develop a design for Eleven Madison Park that amplifies the experience of the restaurant's atmosphere, gracious hospitality, and visionary food. Building upon its vast experience designing across scales, from museum design to architectural sculptures, AWA's vision for Eleven Madison Park celebrates the ritual of dining at every level.

"This dining room has been our home for the last 11 years; we have grown up within its walls, and have a very special and emotional connection to it. So a year ago when Daniel and I recognized that it was time to update its design, it was important that we selected an architect who brought an incredible aesthetic and differing perspective, but also one who loved the room as much as we did," said Will Guidara. "Brad is a dear friend, a loyal regular, and one of the most inspiring architects we have ever met—we couldn't be more proud to be working with him."

The renovation will keep many of the dining room's defining features intact, amplifying original detail and colors, with entirely new designs in the dining realm. Maintaining the restaurant's focus on ease and comfort, banquettes will line the restaurant walls, with intimate suites of two or four divided by warm lighting. The room will also feature a central promenade of two raised dining levels. The room's terrazzo flooring will be re-envisioned and the space will be enhanced with custom designs in warm palettes and textures, inspired by the building's Art Deco history and the original four leaves of Madison Square Park. New additions include a recreated bar, with a material palette of leather, velvet, and light bronze, where guests can enjoy craft cocktails, drinks, and dinner in a space that is open to the dining room but defined by a distinct character and colors. The room will also feature new commissions by leading contemporary artists.

"Our design aims to preserve the character of Eleven Madison's beautiful space," said AWA principal Brad Cloepfil. "Since I first met Will in 2008, I have watched his and Chef Daniel's vision for the restaurant crystalize—the warmth and precise attention to detail that result from Will's views of hospitality and Chef Daniel's elemental approach to food, where brilliantly concise and clear flavors are amplified through juxtaposition. The renovated Eleven Madison Park draws on these defining traits to provide a dining experience that is distinctly American, and reinforces its place as a contemporary and timeless New York icon."

"I'm so excited to be working with Brad and the team at Allied because their approach to architecture is so similar to mine in the kitchen—it's not about adding more, but finding ways to strip things away, to keep it elemental," said Daniel Humm. "From the onset of this relationship we've seen eye-to-eye on what we all want Eleven Madison Park to become and it's really comforting to know that we are all working towards a shared goal. And for me, as the chef, the idea of serving the food in a room that is designed with the same

philosophies that are applied in the kitchen is very special—it will bring a wonderful sense of harmony to a guest's experience."

About Allied Works Architecture

Allied Works Architecture is a 40-person practice led by Brad Cloepfil from offices in Portland, Oregon and New York City. Guided by principles of craft and innovation, Allied Works creates designs that resonate with their specificity of place and purpose. The firm's practice is grounded in the belief that architecture provides meaningful new insight into its surrounding physical and ideological landscapes. Using a research-based approach, Allied Works distills the elemental principles that drive each of their projects and transforms these into material, shape, and structure—architectural designs that engage public imagination and amplify a city's cultural legacy.

Founded in 1994, Allied Works is widely recognized for its cultural projects, among them the Clyfford Still Museum in Denver, Colorado; the Contemporary Art Museum St. Louis; the Museum of Arts and Design in New York; Seattle Art Museum; the University of Michigan Museum of Art; Booker T. Washington High School for the Performing and Visual Arts in the Dallas Arts District; and the Schnitzer Center for Art and Design at the Pacific Northwest College of Art in Portland, Oregon. Allied Works has also designed and completed private residences, offices, and creative workspaces, such as its design for Wieden + Kennedy Agency, which radically transformed a historic warehouse in Portland's Pearl District into a world headquarters that has become a benchmark for adaptive reuse and workplace architecture; the Dutchess County Estate in Stanfordville, New York; and Pixar Animation Studios in Emeryville, California.

The firm recently marked the completion of Studio Bell, home of the National Music Centre of Canada, in Calgary, Alberta. Major current projects include a U.S. Embassy compound in Maputo, Mozambique and the National Veterans' Memorial Museum in Columbus, Ohio.

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