



POST FOCUS ON COMMERCIAL REAL ESTATE

LIC the competition

See Factor bldg. could fetch \$39M



BETWEEN THE BRICKS

LOIS WEISS

A property in Long Island City that houses a lighting and audio company founded by a Fillmore East alumni could sell for \$39 million and become housing or even a movie studio.

Bob See, who died in 2015 at the age of 67, was the technical director at the Fillmore East, where I was a member of the Joshua Light Show.

After the Fillmore closed in 1971, Bob founded See Factor Industry, which is now a full service production company creating innovative lighting and audio installations for touring rock acts, concert venues and TV and movie productions.

To store all that equipment and have room to build innovative sets such as Aerosmith's giant lighted "A," Bob bought the 45,000-square-foot building, parking lot and two-family home at 37-11 30th St., with additional frontage on 31st Street and 37th Avenue.

"I sold him the building, which was a plastic factory," recalled **John Maltz**

of Greiner-Maltz Real Estate. Now, the family's still-thriving See Factor Industry will move to a new location, and Maltz, along with colleagues **Swain Weiner** and **Ryan Maltz**, is marketing the 47,500-square-foot site located between the "N" stops at 36th and 39th avenues near numerous hotels, new residential projects and studios.

A residential project can be built to 142,500 square feet while manufacturing can span from 95,000 square feet to a studio of 190,000 square feet.

"The property has 647 feet of frontage and is the biggest site available north of Queens Plaza," Maltz explained. "It is right in the path of development to Astoria."

In Harlem, the developer of the East River Plaza, the Blumenfeld Development Group, broke ground last week on its first residential building, Gotham East 126th Residential. To ensure they made a splash, company founder **Ed Blumenfeld** and sons **David** and **Brad** picked **Bjarke Ingels Group** to design the building.

BDG already developed a successful retail and commercial project on the East 125th Street side of its site between Lexington



HARLEM HIGH: Danish starchitect Bjarke Ingels (left), developer Ed Blumenfeld (far right) and son David Blumenfeld are teaming up in a big East River project. *Lois Weiss*

and Park avenues. It houses DMV offices and such retailers as GNC and Petland. The new 223-unit rental property will be developed on the vacant lot fronting on East 126 Street, with 20 percent of units designated as affordable apartments.

The distressed and blackened metal curtain wall that slopes back along the 11-story building was dubbed "elephant skin," said BIG founder **Bjarke Ingels**. The rear will peek

over the lower-rise building on East 125th Street and afford extensive views, including those from its roof deck. "Each element reflects light in a different way," Ingels said.

Interiors will reflect the heritage of Puerto Rico and the Caribbean with "explosions of color."

Douglas Durst is in Germany now as the Durst Organization's residential triangle, Via 57 West, also designed by BIG, is receiving

the prestigious biannual International Highrise Award on Wednesday in Germany.

Of the 30 nominated projects from 14 countries, six were from New York. The award — which comes with a \$55,000 prize and with a statue of piled paper by **Thomas Demand** — was presented by the City of Frankfurt/Main along with the Deutsches Architekturmuseum and DekaBank Deutsche Girozentrale.

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