

## THE SHOPS AT COLUMBUS CIRCLE

*Time Warner Center  
New York, New York  
Client: The Related Companies*



### AWARDS

AWARD FOR EXCELLENCE  
URBAN LAND INSTITUTE, 2005

SUPERIOR ACHIEVEMENT IN  
DESIGN & IMAGING  
RETAIL TRAFFIC MAGAZINE, 2005

MASTERWORK AWARD, BEST NEW  
PRIVATELY-OWNED PUBLIC SPACE  
THE MUNICIPAL ART SOCIETY OF NEW  
YORK, 2005

PROJECT OF THE YEAR  
NEW YORK CONSTRUCTION MAGAZINE,  
2004

Elkus Manfredi Architects provided master planning for the entire 2.2 million-square-foot mixed-use development, and architectural design for the 364,000-square-foot retail and restaurant podium of New York City's 80-story Time Warner Center. The podium contains The Shops at Columbus Circle, a five-story, glass-fronted galleria that is the development's public face, linked to the Mandarin Hotel, office and condominium towers, and Jazz at Lincoln Center above. Showcasing 40 luxury retailers, six restaurants, and the City's largest supermarket, the galleria curves concentrically with Columbus Circle, its site offering the rare opportunity of aggregating several city blocks to present a vista directly down 59th Street.

The challenge was to create the first successful vertical retail complex in New York while connecting surrounding neighborhoods. The galleria's circulation aligns with the City's natural pedestrian flow. 59th Street continues directly into the building, its east-west flow moving through the transparent entry wall to "The Great Room" — a soaring atrium joining the galleria's two wings — and vertically onto escalators to the upper levels offering vistas of Central Park. 58th and 60th Streets connect via the galleria, echoed by horizontal "interior streets" above. The City courses through the space virtually uninterrupted. Storefronts of grand proportion evoke urban sidewalks; rich materials add warmth and finesse. This is a world stage for retail tenants and the only vertical shopping destination to please this most sophisticated of cities.







