

COMMERCIAL OBSERVER

APRIL 13, 2016

► Plus

- 32 Sitting down with Simon and Baron
- 36 Steven Hornstock is ABS' cleaner
- 42 Reimagining 28 Liberty Street

TECHNOLOGY ISSUE

FUTURE SHOCK

Technology is (finally!) getting through the real estate industry's front door

PLUS: Enter the world of virtual construction



Circulation: 12,000

The Party Circuit



Back row (left to right): Paul Pietropaolo, Matthew Emma, Michael Buckenberger, Peter Petino, Christopher Juhas, Timothy Ahrens, Matthew Neumann, Jeffrey Crompton, Michael Nestor and Jason Zuech; front row: Christine Cornier, Izzy Tula, Daniel Zotollo, Ryan Moore, John Pesci, Mary Hanna, Anthony Napolitano, Scarlett Jimenez, Rhadealys Pepen, Kristina Ruggieri, Abigail Soper, Abdul Ouedraogo, Andy Kim and Bilal Capri; kneeling: Brandon Marto. All are from an assortment of companies.

TOPPING MAD!

April, 7, 2016, 3 Manhattan West

The topping off ceremony is an important one for a big and important project, and few are bigger or more important in this city than Brookfield Properties' Manhattan West on the Far West Side, which saw its residential tower topped off last week. Roughly 700 people showed up for the ceremony which involved hoisting a signed red, white and blue beam at the top of the structure along with a tree. Among the men and women in attendance were representatives from Brookfield, SLCE Architects and Hunter Roberts Construction Group. Of course, a topping off ceremony is still a long way off from an opening ceremony; the 62-story 3 Manhattan West is slated to be completed in the first quarter of 2017 and should be comprised of 844 apartments, with a healthy mix of studios, one-, two- and three-bedroom apartments. It is just one part of Brookfield's 7 million-square-foot transformation of the Far West Side. (The rest of Manhattan West will include office space, retail and a hotel.)



Hoisting the ceremonial red, white and blue topping off beam with American flag and tree in tow.



Left to right: Sabrina Kanner, Trish Bertuccio Gross, David Noyes and Leticia Vasconcelos.



Construction workers and other attendees signed the ceremonial beam.

PHOTOGRAPHS BY STEVE FREEMAN