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THE POPS

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by Mr. Brainwash

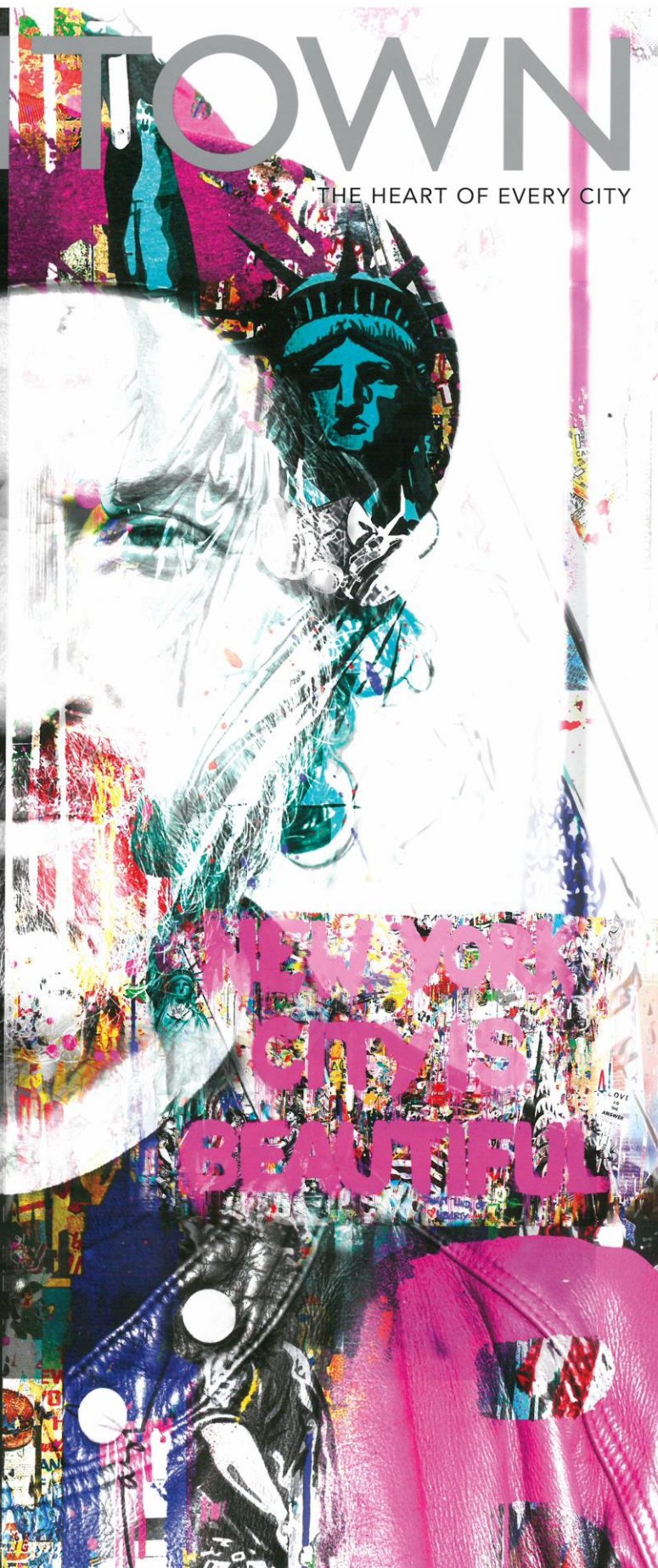
DOWNTOWN'S DEFINITIVE DEPARTMENT
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On the Town

With *Downtown* Magazine

On July 7, *Downtown* Magazine had its summer issue launch party at Cipriani Wall Street, featuring cover star Nigel Barker. Barker is a photographer and former model and judge on *America's Next Top Model*. He was joined by many of his family and close friends, as well as other notable guests, including the DogPound, Olympic swimmer, Matt Targett, and artist Shantell Martin. The event was an overwhelming success that showcased the achievements of Barker and the *Downtown* team.



1. CEO and Publisher Grace Capobianco with Dr. Albert Lefkovits and his wife Cheryl.
2. Nigel Barker flexing his muscles with the DogPound team.
3. Nigel Barker with his wife, Crissy, and her twin sister, Kimmy.

4. Artist Shantell Martin with Zorina Price.
5. Nigel Barker with the *Downtown* Team.
6. 50 West Sales Manager Javier Lattanzio and his wife Irina.



Building with *Art* in Mind

By Johanna Silver
Photographs Tony Shi & DBox

Development tycoon, Francis Greenburger's enthusiasm for art runs out of the walls of his personal collection into the various fixtures of New York culture, from new and existing generations of artists to the architecture that shapes the city, like his newest 50 West Street.

Time Equities, Inc., Chairman and CEO, Francis Greenburger, bought his first piece of art at a surprisingly early age. "I think I bought my first painting, if you can believe it, when I was 14 years old," Greenburger recalls. He was very fond of the abstract paintings of his girlfriend's brother-in-law, and he gathered up his money to buy one of his pieces—which he still has today.

Greenburger both founded and heads Time Equities, Inc., which is a prominent presence in all facets of New York real estate, from management to development. Both Greenburger and his company are known for being ahead of the curve in terms of the ever-shifting real estate market, and between their developments, sales and investments, they're involved in more than 20 million square feet of property in the U.S., Germany and Canada. He also owns literary agency Sanford J. Greenburger Associates.

Though his prowess for the real estate market and business expansion in general is undeniable, Greenburger also has a strong enthusiasm for art, which

has manifested through his impressive art collection and his involvement in many art-cultivating programs. One of these projects is a not-for-profit organization that he created called Omi. The Omi International Arts Center is located in the Hudson Valley and provides resources as well as residency programs for artists of varied genres from music and dance to writing. Artists from all over the world can come to the U.S. and gain more experience in their craft, while interacting with others in their creative field.

"We also have an exhibition, which takes the form of an outdoor sculpture park that includes a program that involves architecture. Plus we have an education program that includes a large art day camp for children, which has become immensely popular in that region," Greenburger explains, underlining that his dedication to fostering art, rather than simply purchasing it or admiring it, informs his sincere enthusiasm.

ART IS ALL AROUND

Francis Greenburger also incorporates his art appreciation into Time Equities, Inc., and its developments.

"We have a whole program called 'Time Equities Art-in-Buildings'. We utilize art in many of our buildings to improve the public areas or to enhance the exterior area in terms of outdoor sculpture," he explains. The company's program gives mid-career artists a chance to showcase their work outside of a traditional gallery setting, while creatively refurbishing the buildings in which the work is showcased.

"And we also, in the properties that we are developing, think about art as part of our design concept. And when we open 50 West Street, you'll get to see that in action."

50 West Street is Greenburger's newest development located in Lower Manhattan near Wall Street and The Battery. The prospective building will offer 191 residential condos and a sleek design from noted architect, Helmut Jahn. The building's design will allow residents amazing views along the Hudson and will also strategically showcase creative elements, as well as permanent or rotating exhibits planned by Greenburger and his crew.

"When we planned the building, we planned the certain key sights in the building as different places that were art opportunities. As an example, in the lobby of 50 West, there's a wall which is maybe 50 feet long or something, that we left [as] a painted wall, as opposed to paneling it like some of the other walls that have a wood covering on it. Because we wanted it to be a good backdrop for a major piece to be installed and kind of define the lobby experience," Greenburger explains.

"We also designed a triangular glass gallery or exhibition space that you'll be able to see both from the lobby and [from] the exterior of the building, where we expect to install a rotating work of art."

In addition to art that potential visitors and passersby can enjoy, the company also plans to have smaller gallery spaces in public spaces on various floors of the building, so that residents can have exclusive access to some of the art.

DOWNTOWN'S ARTY FACE

Known for his foresight into real estate trends, Greenburger also acknowledges the changes over the years that have made Lower Manhattan a more artistically prevalent area. Being a part of the Lower Manhattan Cultural Council, which aims to bring more art to the downtown area, he recognizes how museums like the new Whitney Museum of Modern Art and the New Museum have helped to reinterpret how art lovers view downtown Manhattan. He also identifies architecture's role in Lower Manhattan's transformation.

"I think there is a lot of very dynamic, exciting architecture happening downtown that's going to add to the environment," Greenburger observes. This includes designs like Frank Gehry's building on 8 Spruce St., and many other developments in the works, like the prospective 50 West St. building.

In terms of his own personal art assemblage, Greenburger has between 200 and 300 different artists in his diverse collection. Not focused simply on more prominent names or reputations, he has an appreciation for artists across many decades who specialized in an array of genres. Some that he mentioned while mentally running through his vast collection are abstract artist Doug Ohlson and abstract expressionist Helen Frankenthaler. He also expresses an admiration for abstract painter Larry Poons, mentioning his enthusiasm about his more recent work.

"Every time I saw it, it engaged me in a very strong way, and I finally gave in and, even though his prices are a little more than my normal range, I stepped up to the plate, because I love the work so much."

Greenburger also advises anyone who is curious about starting an art collection to ruminate on doing so as a means of expressing one's interest and passion, as opposed to making an investment.

"To me, art purchasing, and this is a personal prejudice, has to be about personal reward, not an investment. I think that investing in art, you know, you would be better off investing in stocks or real estate. Yes, there are some art purchases that are appreciated spectacularly, but to me that is not what art collecting really ought to be about," he says.

