

Morgan Stanley Dean Witter and Co.

World Headquarters
New York, New York



1 View from Times Square



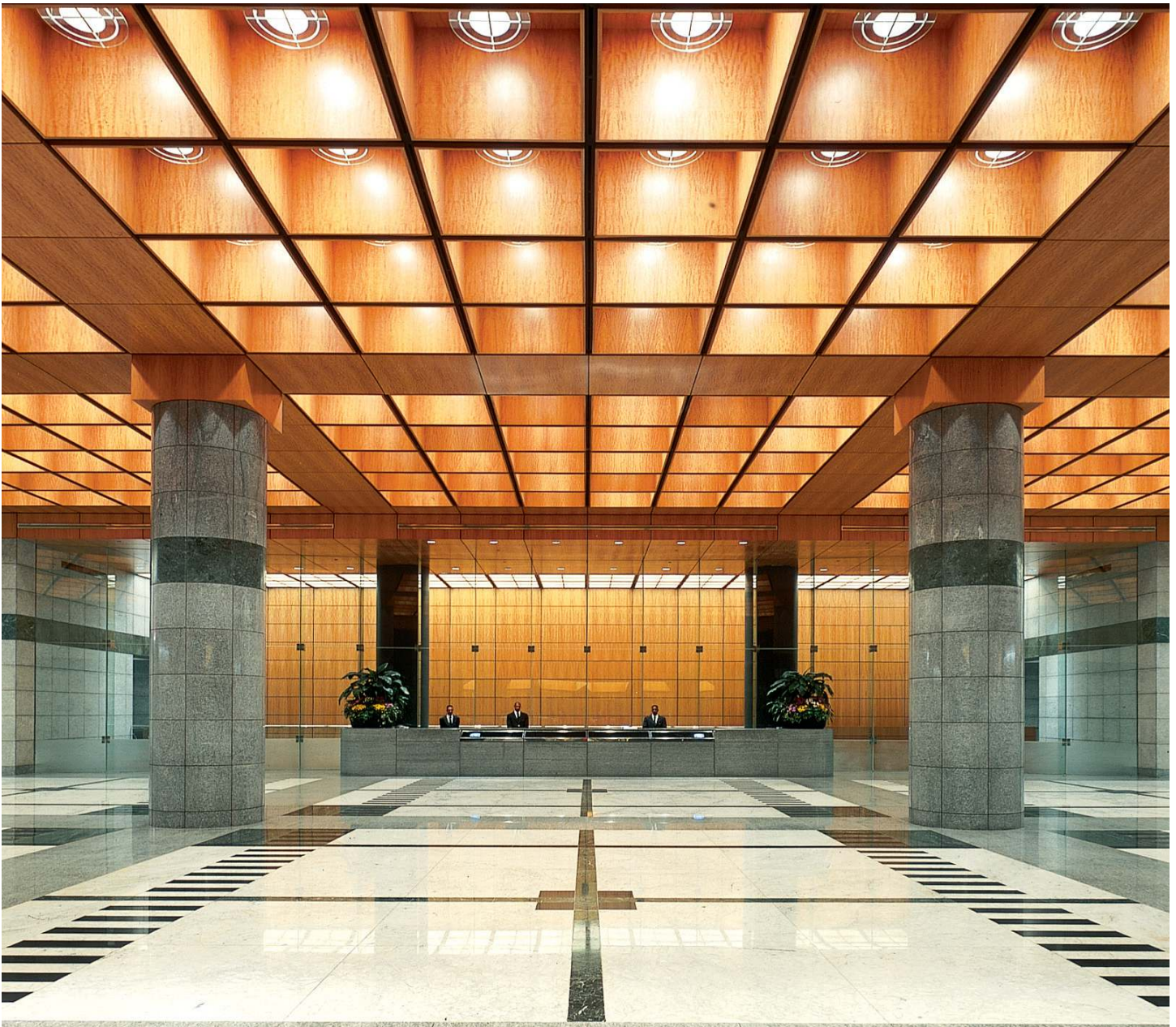
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This 52-story office tower is located on Broadway a few blocks northwest of Times Square. The building reflects the aspirations of a traditional skyscraper to present an appropriately scaled public building at the pedestrian base and a strong silhouette on the Manhattan skyline. The diagonal, stepped base responds to the pedestrian scale of the street in the theater district. The segmented curve of the double-height mechanical floor signals the transition from the diagonal base to the orthogonal tower, which refers to the city grid.

The curtain wall façade is composed of layers of glass and metal panels which give multiple readings of opacity and reflectivity with changes in the natural light.

Three levels of building signage respond to the zoning requirements of Times Square: at pedestrian level there are individual retail signs for each storefront; above these are 10 vertical, cantilevered fins in black glass which collectively spell "1585 B'WAY"; finally, above the first building setback, three horizontally scrolling electronic message boards carry stock market quotations and financial news. Large video panels, situated at each side street, display images and text towards upper Broadway and lower Times Square.

2 View from New Jersey looking east across Hudson River



Main lobby

Morgan Stanley Dean Witter's interior design includes executive offices, dining and meeting spaces, and boardrooms on the 40th and 41st floors, the main lobby on street level, and dining facilities for five hundred people on the lower level.

The executive floor entry space is rendered in granite, anaigre, mahogany and ebonized cherry woods. Offering a panoramic view south, east and west of Manhattan, the two-story entry acts as a referential interconnected volume for the executive floors.

The selection of materials imbues the entire space with a sense of density, permanence and inevitability.

The entry lobby provides access to a new cafeteria below grade. An opening in the lobby floor accommodates new escalators and stairs, and an access bridge to the dining facility. The bridge offers views across the lobby through a curved glass wall, and below to the cafeteria area.

The horizontal and vertical spatial layering adds a new dimension and volumetric interplay that transforms the basement into an environmentally dynamic, complex space.

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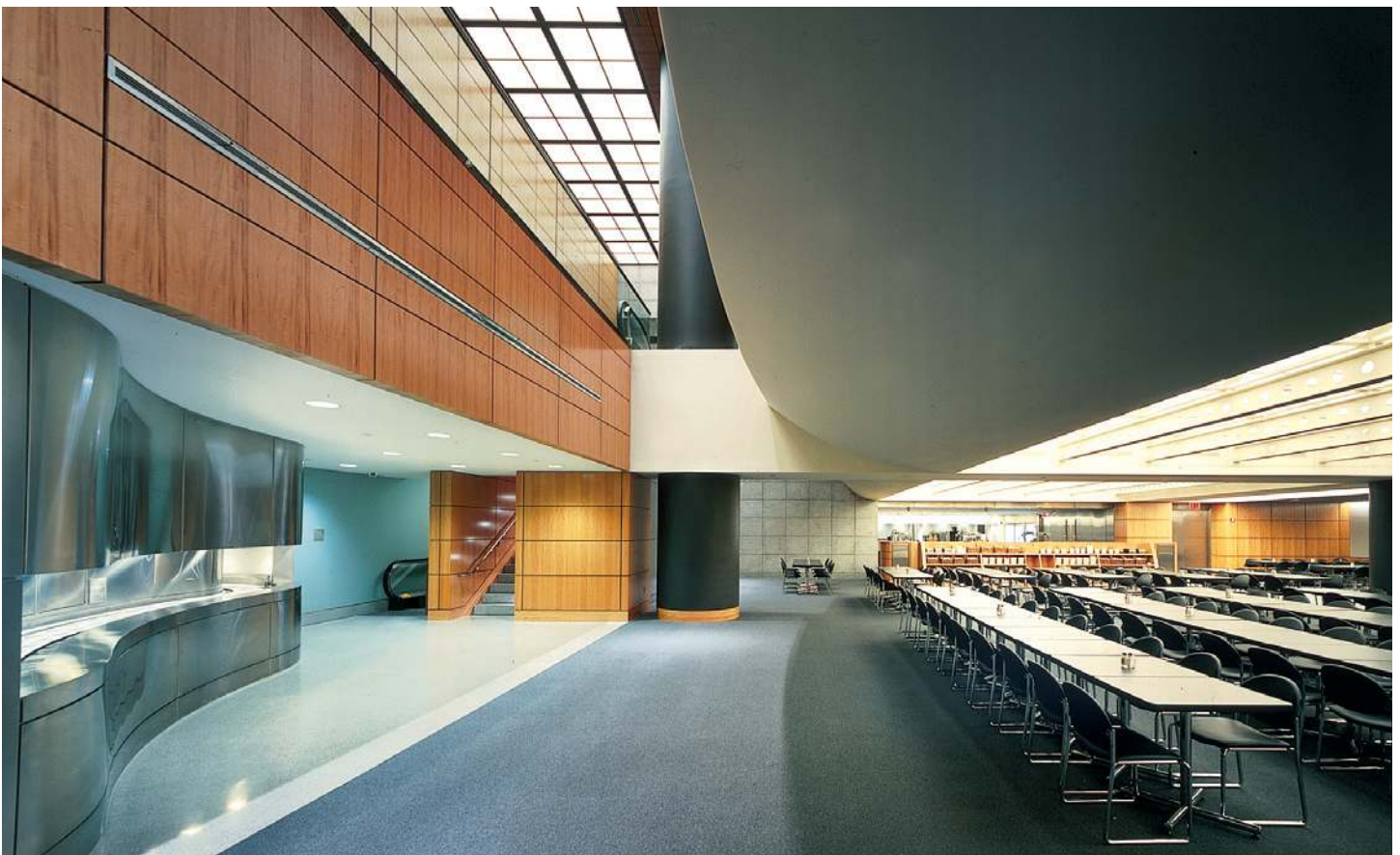
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Main lobby and cafeteria



Skylighted arcade between main lobby and automobile drop-off



Double-height space from cafeteria level



Double-height 40th floor reception area

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40th floor reception area



Secretary workstations

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Key Project Information

- effective resolution of difficult site constraints in a prominent urban location
 - double-height public lobby rendered in granite and marble
 - executive boardrooms
 - conference rooms
 - conversion of former storage space into a full-service cafeteria seating 500
 - executive dining rooms
 - full-service kitchen
 - servery
 - custom furniture
 - four-berth truck dock and holding/receiving area
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- completion 1990 (building)
 1995 (interior)
 - gsf 1,300,000

"A confident, confidence-inspiring monument of order and quality."

Interior Design, September 1996



Ground floor elevator lobby