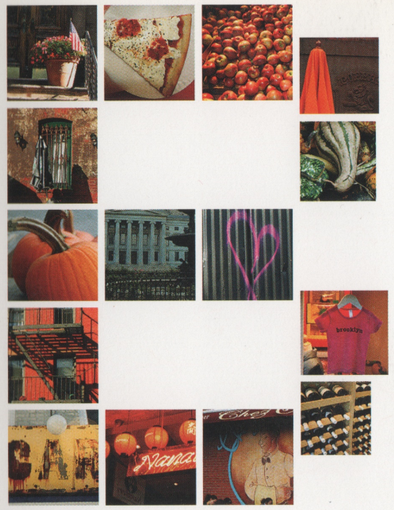

BROOKLYN: FACTS AND FIGURES
NEVER BEEN THERE, NEVER DONE THAT. EATERIES AND OTHER BROOKLYN MISCELLANY
THE GREEN LIFE OUTSIDE TOREN: BUSINESS, RECYCLING, NATURE
CENTERFOLD: "PENTHOUSE" A BREATHTAKING PICTORIAL
TOREN
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TOREN: THE CORNER OF FLATBUSH AVENUE EXTENSION AND MYRTLE AVENUE



BROOKLYN
by names & numbers

100: Age of the Brooklyn/Manhattan subway connection this year.

Fresh garlic, red peppers, onions: Grimaldi's pizza recommended by Fisher Stevens.

2: Number of Nobel Prize winners to graduate from Brooklyn Technical High School.

Great East River Bridge: Original name of the Brooklyn Bridge.

July 13, 1977: The only day the Wonder Wheel stopped.

A Junior's cheesecake: Giuliani's wager with Atlanta's mayor over who would win the 1999 World Series.

1916: Year Nathan's opened, first hotdog eating contest.

Fulton and Cranberry: Cross streets where Walt Whitman wrote "Leaves of Grass."

Allanthus: The species of tree in "A Tree Grows in Brooklyn."

800.642.3423: Phone number for Joe O'Donoghue, creator of Martha Stewart's ice cube wedding cake.

11 Cranberry: Home to the Castorini family in "Moonstruck."

Andy Pafko: A Brooklyn Dodger, and the first major league player to appear on a Topps baseball card.

Bayview Housing Projects: Home to 3-year-old Howard Schulz, future Starbuck's CEO.

95 Navy Street: Al Capone's childhood residence.

Fulton Ferry Landing: Site of George Washington's 9,500-man retreat from New York pulled off in one night with 10 boats.

7: Number of soldiers the British captured in that retreat.

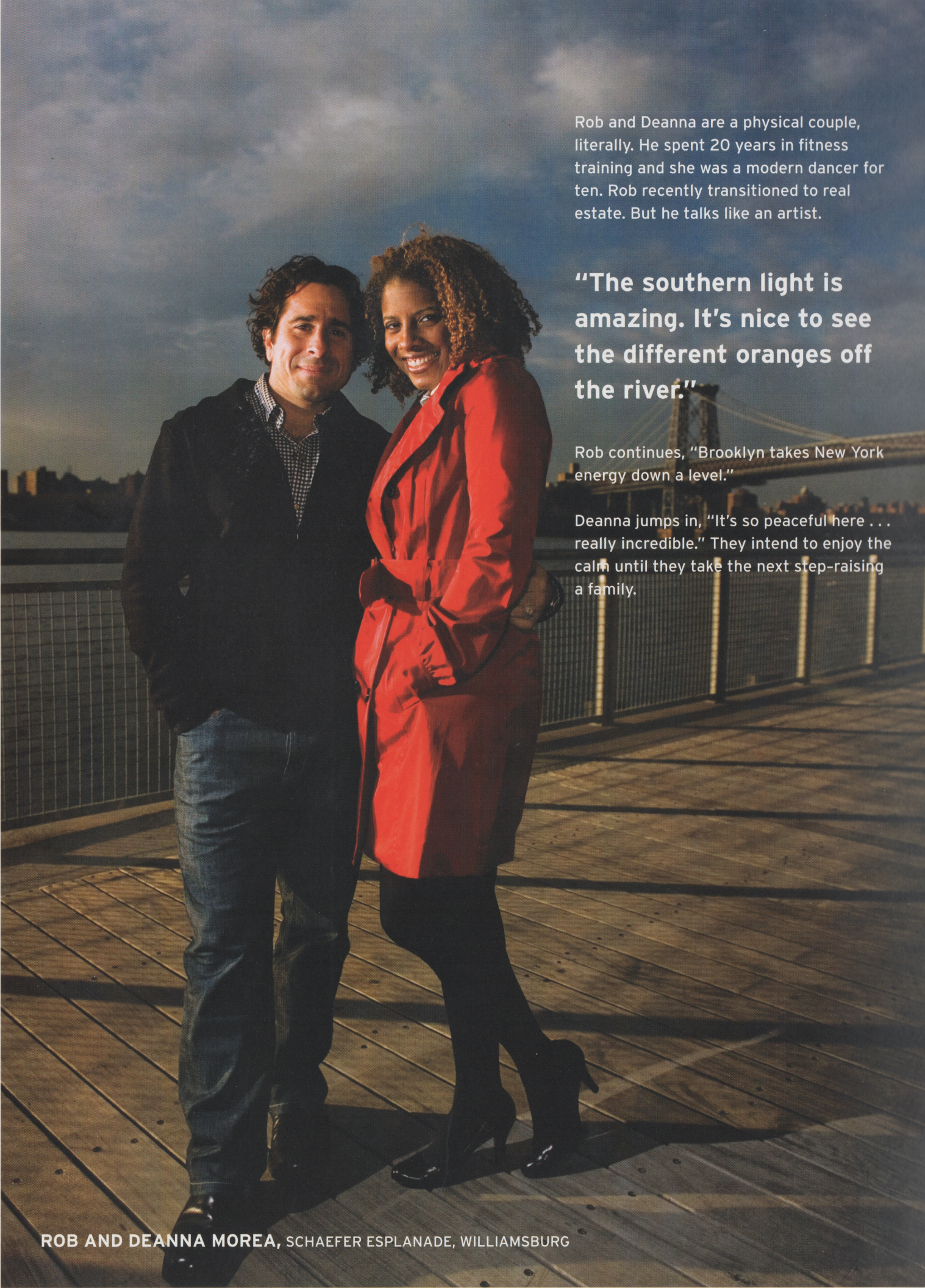
"Now whoever has courage and a strong and collected spirit in his breast, let him come forward, lace on his gloves and put up his hands." Virgil quote found in Gleason's Boxing Gym.



In 1998, Karla started putting records onto turntables, but she is quick to dispel that as her career. "Right now, I also do freelance fact-checking and work with an after-school program introducing kids to Lego robotics and animation." Karla's pursuit of her career has literally revolved around how she feels. While machines may be her calling, her neighborhood holds much greater importance.

"It's never a mistake that Brooklyn is internationally considered the essence of New York City.

KARLA CALDERONE, DJ/FREELANCE EDUCATOR, PARK SLOPE ROOFTOP



Rob and Deanna are a physical couple, literally. He spent 20 years in fitness training and she was a modern dancer for ten. Rob recently transitioned to real estate. But he talks like an artist.

"The southern light is amazing. It's nice to see the different oranges off the river."

Rob continues, "Brooklyn takes New York energy down a level."

Deanna jumps in, "It's so peaceful here . . . really incredible." They intend to enjoy the calm until they take the next step-raising a family.

ROB AND DEANNA MOREA, SCHAEFER ESPLANADE, WILLIAMSBURG



Except for his college years, Dan is a lifelong Brooklynite. He was born on Luquer Street and now commutes by water taxi from his waterfront Williamsburg condo to his own trading firm, nobletrading.com. While Dan was photographed near his old Carroll Gardens haunts, one neighbor shouted to the pedestrians, "Come back for autographs."

Dan laughed,

"It's Brooklyn. Every street has one of those guys."

DAN PIPPITONE, STOCKBROKER/CO-OWNER NOBLETRADING.COM, LUQUER STREET, CARROLL GARDENS



"What do I like about Brooklyn? It's earthy and honest. That's what I look for in people." This classically trained soul singer from Flatbush toured Croatia last December and she's getting indie recognition at home. "Since the article in Billboard, my touring schedule has moved up to half of the year." Last year, she moved back to her childhood neighborhood after a stint in Manhattan.

"Brooklyn's my meter for coolness. I'll see something I like and say 'Ooh, that's like Brooklyn.' "

MAYA AZUCENA, SINGER, 5TH AVE., PARK SLOPE



"Are you selling water towers? Are you a construction company?" This is how Vahap remembers the first reactions to his now iconic Brooklyn Industries logo. Vahap says that from the beginning they purposefully navigated away from any fashion names for their bags.

"At the time, everything we did was related to Brooklyn. We were part of the artist community there. We wanted to be identified by how we lived and where we worked."

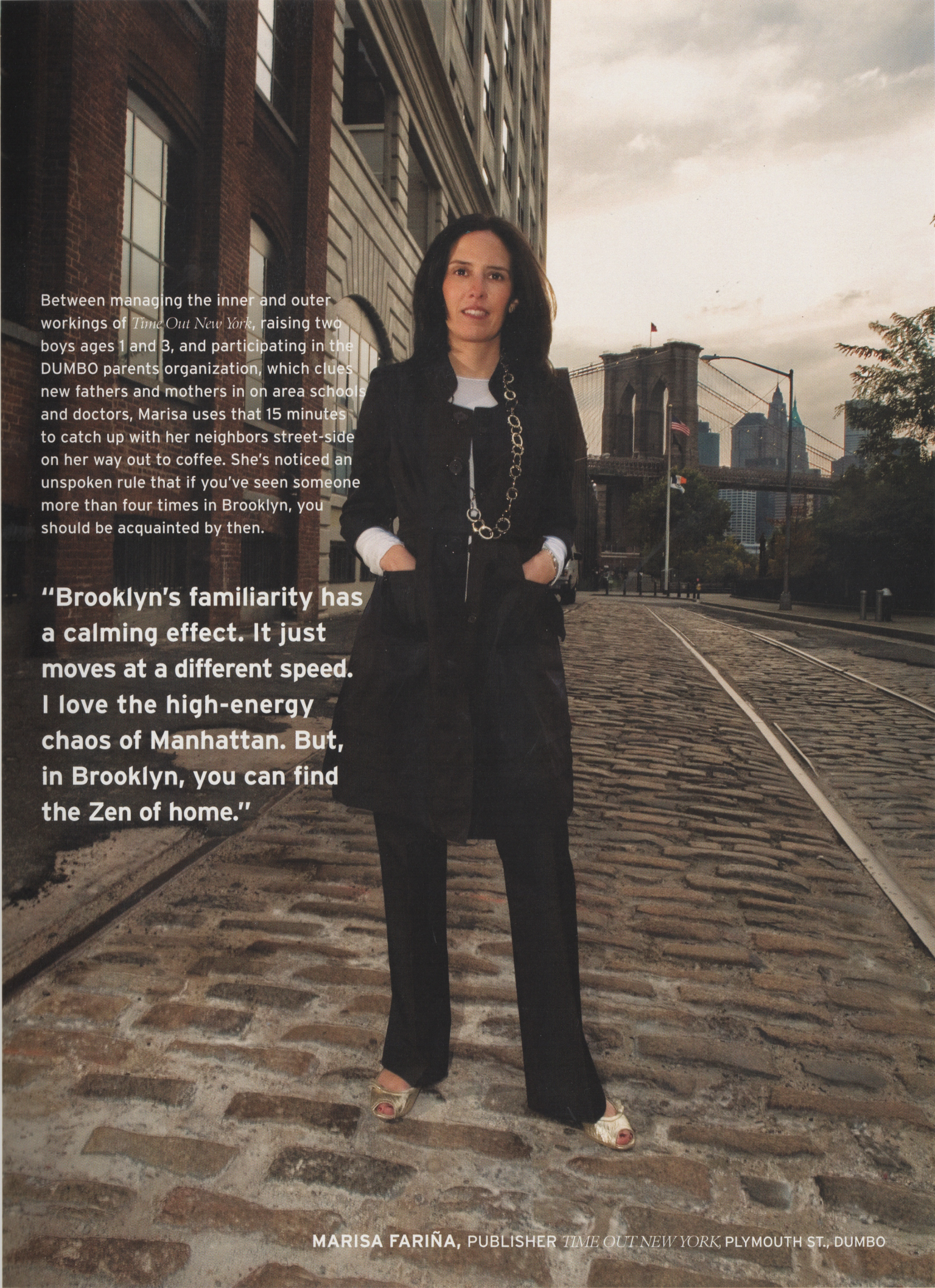
VAHAP AVSAR FUNK, FOUNDER/CO-OWNER BROOKLYN INDUSTRIES, CORNER OF 5TH AVENUE AND UNION STREET
He was photographed wearing his favorite Brooklyn Industries button-up.



Ben arrived from New Zealand in 1994. "As a teenager, I used to listen to Lou Reed and look at Martin Scorsese movies and think New York would be a cool place to live." Christine came from Florida, and together they moved to Lefferts Garden eight years ago. This past summer the production company Ben works for sent the whole family to Connecticut on a shoot. "It was the worst thing in the world," says Christine. The main struggle revolved around managing suburban life with their baby, Nomi. "When they're little, it's so much easier and nicer to be in the city."

Ben adds, **"The great thing about Brooklyn is the people there are just more diverse and interesting."**

BENJAMIN BARRUD, CHRISTINE LIN AND DAUGHTER **NOMI,** PROSPECT PARK



Between managing the inner and outer workings of *Time Out New York*, raising two boys ages 1 and 3, and participating in the DUMBO parents organization, which clues new fathers and mothers in on area schools and doctors, Marisa uses that 15 minutes to catch up with her neighbors street-side on her way out to coffee. She's noticed an unspoken rule that if you've seen someone more than four times in Brooklyn, you should be acquainted by then.

"Brooklyn's familiarity has a calming effect. It just moves at a different speed. I love the high-energy chaos of Manhattan. But, in Brooklyn, you can find the Zen of home."

MARISA FARIÑA, PUBLISHER *TIME OUT NEW YORK,* PLYMOUTH ST., DUMBO

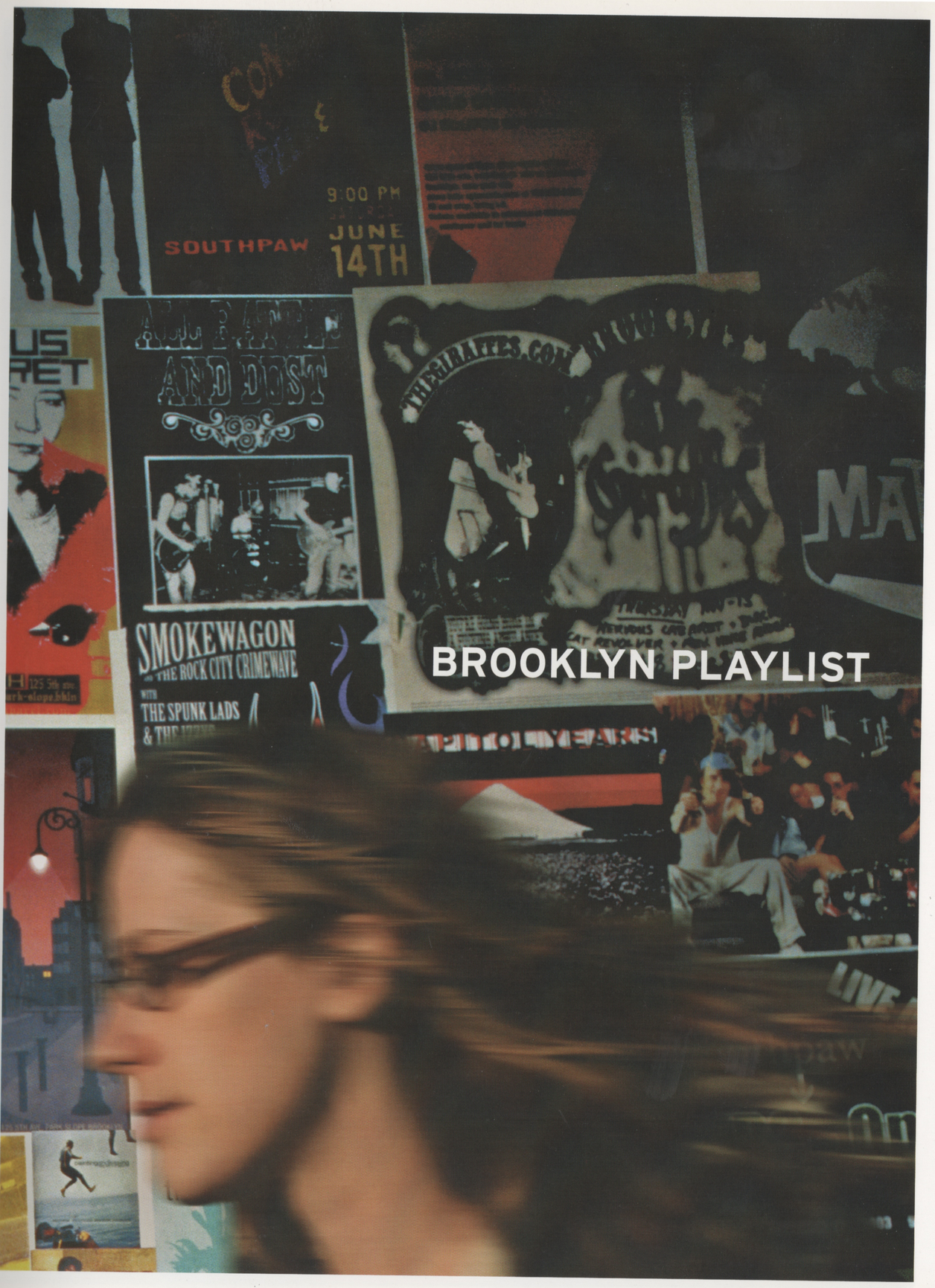


John Kriskiewicz started giving architectural tours of his native borough twenty years ago. In the intervening years he and his partner Chris Bianchi have tried out many New York City neighborhoods before returning to Brooklyn.

"For a long time Brooklyn was living on nostalgia. Now it's about the present and the future. Young people creating not only art and music and literature, but there's all this craft and industry in Brooklyn."

Kriskiewicz gets excited talking about the dynamic of Brooklyn's latest metamorphosis. "There's a stable part of Brooklyn that I also appreciate. But the feeling of a neighborhood in transition is what attracted us."

JOHN KRISKIEWICZ AND **CHRIS BIANCHI,** BROOKLYN MUSEUM OF ART



Without its sound, it just wouldn't be Brooklyn. From the original Alan Freed broadcasts to the wow sounds of now, Kings County has struck a note with just about every musician and music lover. Here's a playlist to bring a little Brooklyn to your MP3 player.

Tangled Up In Blue - Bob Dylan
"I lived with them on Montague Street/In a basement down the stairs/There was music in the cafés at night/And revolution in the air."

Song for Myla Goldberg - The Decemberists
Thesaurus-thumping Portland band pays tribute to Brooklyn novelist of "Bee Season."

Meadowport Arch - Ladybug Transistor
Reference to the famous arch and gate in Prospect Park.

Coney Island Baby - Lou Reed
Titled from an old doo-wop song, one of Lou's rock standards.

Manhattan Avenue - Nellie McKay
"Oh but dreams come true on Manhattan Avenue."

Brooklyn Blues - Barry Manilow
Guy travels all over the world to discover Brooklyn is where it's at.

School of Dance - Golem!
Klezmer and polka done with a high-performance Brooklyn cabaret flair.

Token Back to Brooklyn - They Might Be Giants
Homegrown surrealists go weird over discontinued MTA payment.

No Sleep Till Brooklyn - The Beastie Boys
Recorded as a send-up to Motorhead . . . guitar solo by Slayer's Kerry King. . .a song never meant to be taken seriously becomes an icon.

Wolf Like Me - TV on the Radio
Kip Malone is a walking statue to current Brooklyn cool . . . this number is a scorcher.

We Live in Brooklyn Baby - Roy Ayers
Ayers taps into a feeling that would influence today's downtown Brooklyn artists.

Respiration - Blackstar
"For trees to grow in Brooklyn, seeds need to be planted," from local heroes Talib Kweli and Mos Def.

Maps - The Yeah Yeah Yeahs
Brooklynites O, Chase and Zinner rock out with their hearts out. . ."My kind's your kind."

book reviews

"WHATCHA READING?"

McSweeney's Quarterly Concern [Various contributors]
Whether your tastes gravitate toward the short stories of Joyce Carol Oates or the found letters of a schizophrenic Ray Charles fan who insists he wrote for the Beatles, this free-for-all lit-fest of dubious regularity has a motley mixture of flair and substance. Much like Brooklyn.

Leaves of Grass [Walt Whitman]
When it first appeared in 1885, it was called "reckless, indecent, and out of place amid the decorum of modern society." Yet, his life and work came to define modern society. Openly gay and politically progressive, Whitman was as easily himself as his verse remains brilliantly Brooklynite.

The Brooklynites [Seth Kushner and Anthony LaSala]
What happens when two local dudes set out to capture the character of their borough through its residents' faces? The result is a coffee table book that explores the newbies and lifers, box office celebs and street corner heroes with honest interviews and striking portraits.

The Lazy Environmentalist [Josh Dorfman]
Dwell Magazine calls it "A guide to going green without resorting to Birkenstocks and brown rice casseroles." Here, Dorfman explores the best and most beautiful products in the green side of the buyer's spectrum, representing everything from fashion to electronics.

Sophie's Choice [William Styron]
Stingo begins the story saying he had to move to Brooklyn because "cheap apartments were almost impossible to find in Manhattan." How could Styron have known that Brooklyn would be transformed 30 years later by an army of Stingos? The story takes the reader across the borough as Stingo becomes entangled with Sophie, a holocaust survivor, and her lover Nathan.



THE **TOREN** LIBRARY ON THE THIRD FLOO

interview

BROOKLYN THROUGH THE EYES OF GRACE BONNEY



GRACE BONNEY, DESIGN CRITIC, www.designspongeonline.com

GRACE RECOMMENDS:

The Future Perfect, 115 N. Sixth St., 718.599.6278
Layla, 86 Hoyt St., 718.222.1933
Hasker, 333 Smith St., 718.222.5756
Matter, 227 Fifth Ave., 718.230.1150
Rare Device, 453 Seventh Ave., 718.301.6375

Also, when around Park Slope, look for designers and craft studios. The artists are generally happy to give a quick tour, and even do custom work.

Learn more about Grace's other favorite shops at www.designspongeonline.com

When Grace Bonney was asked where she wanted to have her portrait taken, her answer was concise and authoritative: The Future Perfect. This Williamsburg design shop has become the lighthouse for a national trend in design, sparking a new take on materials and appearances.

The Brooklyn sensibility revolves around a healthy philosophy toward reuse and history with more than just a dab of visual sarcasm. As Grace flutters through the shop, she points out neon chandeliers, lacquered deer antlers and Greek deli to-go cups that have been cast into permanence.

Grace has followed these trends for the past five years, when she began blogging about her interests to break up the tedium of an entry-level PR job in the music industry. So, around 2003 with the nonchalant approach of an amateur, Grace decided to take photos of the design stuffs she saw near her Williamsburg home. "Honestly, I just happened upon it," she remarks. Which it turns out is the simple and auspicious beginning of Brooklyn's earliest design blog.

And so, a bored student of printmaking and fine arts set out to chronicle a movement that would spread across the country. "Brooklyn is currently the epicenter of design, partly due to savvy promoters. But, the two schools of thought fueled it from the beginning."

One seeks to make everyday waste become beautiful, while the other wants to fix disposable beauty before it's trashed.

Later, over a latte, Grace categorizes the interior design of a new café as "classic Brooklyn." "This wood paneling looks like it has been reused. And that wire mesh above the kitchen is probably from an old factory. Who knows what that was originally for?" she adds with a shrug.

"If I could customize a Brooklyn home with Brooklyn designers, I would definitively have Sarah Cihat (who creates "rehabilitated dishware" by stenciling and glazing over original patterns) do something with the bathroom. It would be amazing to see what she would do with bathtubs and sink basins. I would have Scrapile (woodworkers who repurpose discarded strips of boards) design my living room and dining room sets. I would put Hivemind Design in charge of my kitchen. They are responsible for Baked, the bakery in Red Hook. And I'd love for Kiel Mead to do a custom piece for me. I'm just not sure where I would put it."

www.sarahcihat.com
www.scrapile.com
www.hiveminddesign.com
www.kielmead.com

Grace has an ordered impishness. You can easily picture her as a well-appointed poltergeist, scrambling around a room, adding candelabra and hanging frames.

It's refreshing to see that someone who is so immersed in the Brooklyn design scene has not fallen victim to any scenester-ism. She gives straight-forward praise to the effects of Brooklyn design on San Francisco and Austin, to name two current American hotspots. Then in the same breath, she pays homage to the adventurous work going on throughout Scandanavia.

In this respect, Grace displays all the qualities of the well-traveled local. She loves the artistry that her home borough has brought about, and she analyzes it critically in form and function. This makes her a very special specialist.

"The aesthetic is very comfortable right now. If it's not Europe, it's Brooklyn. We see a lot of female designers getting credit, written up in Elle Décor."

"I wrote the Brooklyn design guide as just part of the blog. I was floored when some readers from Iowa wrote in and said they wanted to explore Brooklyn, not just Manhattan."

"With Brooklyn, you can't ask for a better neighborhood."



downtown Brooklyn

COMPOUNDING COMMON INTEREST

"We're seeing a lot more of the creative industries coming to downtown Brooklyn. Publishing, marketing and design. They're looking for much smaller blocks of space. We're even looking at developing blocks of 5,000 square feet," says Michael Burke.

Through the decades-long redevelopment and gentrification of Brooklyn, one neighborhood, smack dab in the middle of it all, went overlooked: Downtown Brooklyn.

With close proximity to lower Manhattan and a nexus of 12 subway lines, you'd be right to ask how the neighborhood went undeveloped for so long. Different factions would argue about the exact cause, but most would agree on a general lack of planning.

Enter the Downtown Brooklyn Partnership (DBP). Founded two years ago by a handful of neighborhood organizations and the city government, DBP has taken steps to ensure that all new development here is long-term and stable. In the broadest sense, DBP is overseeing the construction of a new city within a larger borough.

Michael Burke, executive director of policy and strategic planning, explains that the goal of DBP is to set up conditions that allow the marketplace to create housing, work and retail options in downtown Brooklyn.

That effort began even before the founding of the DBP with the 2004 rezoning of the area. "We started looking at rezoning downtown Brooklyn, so that in the next boom time, instead of all this development going to New Jersey or Connecticut, it would go to Brooklyn."

That step alone has been effective. By 2010, more than 35,000 new residents will live in the neighborhood.

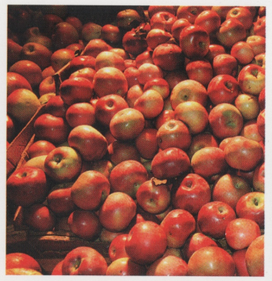
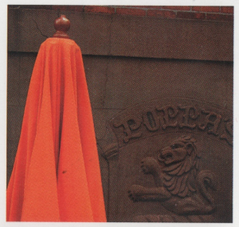
On the business side, Downtown Brooklyn has traditionally been the home to back office operations for Fortune 500 companies and Wall Street firms. The ups and downs of the business environment in New York over the last decade have shown the need for flexibility and diversity.

Tied in with that is a plan to develop hybrid towers that incorporate office, retail, hotel and residential space. This will give the neighborhood a stable base, so that if one industry has an off year, it won't impact too deeply on the larger economy of the area.

But planning isn't everything. Flexibility is key.

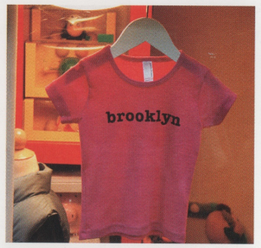
"This is a transformation of this neighborhood into something that it has never been," he says. And when you make something completely new, like a neighborhood, you need to embrace some surprises. He gestures at Flatbush Avenue on a map. "This is the area we expected to develop last. And now look at it. In a few years when you come off the Manhattan Bridge, you'll see a beautiful boulevard lined with trees and skyscrapers. Who would have thought?"



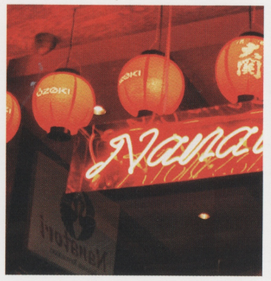
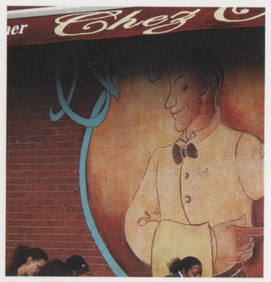









"YOU ARE HERE!"

Brooklyn's place in the cosmos (or, at least the Atlantic seaboard)

What is there left to say about Brooklyn?

New Yorkers have all heard about it, seen it, been in it, done it. Because of its evolution in progress, there's always something new to say about Brooklyn. It's a borough; it's the borough. It wears a long shadow and will soon cast a longer one. Every Brooklynite has their favorite places. Every other borough knows of a place in Brooklyn it wishes were its own. To bring it into greater relief, we present a best of Brooklyn, that area surrounding Toren. Explore, enjoy and inhabit.

N

RESTAURANTS & CULTURE

SHOPPING

FITNESS

GREEN

MANHATTAN

BROOKLYN BRIDGE

HATTAN BRIDGE

WILLIAMSBURG

DUMBO

BROOKLYN HEIGHTS

FORT GREENE

Lawrence St. Metro Station

MYRTLE AVE

TOREN

FLATBUSH AVENUE

Dekalb Ave. Metro Station

CLINTON HILL

FORT GREENE PARK

COBBLE HILL

Jay St.- Borough Hall Metro Station

GOVERNOR'S ISLAND

BROOKLYN

Atlantic Ave. Metro Station LIRR

CARROLL GARDENS

BOERUM HILL

PROSPECT HEIGHTS

RED HOOK

BROOKLYN QUEENS EXPRESSWAY

PARK SLOPE

2000 ft

500 m



shopping in downtown Brooklyn

"YOU CAN'T MISS IT"

Dear Fieldbinder
198 Smith St. (between Baltic and Warren), 718.852.3620
Owner Lara Fieldbinder has managed to fill her store with clothing that strikes that delicate balance between chic edginess and classic sophistication. You'll walk away with items that feel like signature pieces—the perfect summer dress, a jaunty little swing coat, a cashmere sweater that feels at once fresh and timeless. Her clothes have a Brooklyn attitude, but you'll find none from the helpful staff.

Rico
372 & 384 Atlantic Ave., 718.797.2077
Sleek, modern design for Brooklynites. Designer Rico Espinet has carefully selected a collection of furniture and lighting that ranges from Atlantico's American white oak sideboards and benches to the comfortably chic lines of a Mitchell Gold sofa. Splashes of color abound, and the lighting collection includes Espinet's own pieces.

Astroturf
290 Smith St. (between Sackett and Union), 718.522.6182
One shopping experience that New York lacks in extreme relationship to the rest of the nation is the garage sale. This store gives you the flavor of a good old 1970's garage sale complete with price negotiation, but with fearless merchandise that straddles high American design and eye brow-raising kitsch.

Thirst Wine Merchants
187 DeKalb Ave., 718.596.7643

Gnarly Vines
350 Myrtle Ave., 718.797.3183
Just because you're moving to downtown Brooklyn doesn't mean you'll sacrifice any of the finer things in life. For instance, an outstanding bottle of wine or exotic liqueur can be acquired at either of these two shops. Both oenologists are a short walk from Toren's entrance. And once you know which bottles you want, they will deliver free of charge.

Brooklyn Women's Exchange
55 Pierrepont St., 718.624.3435
This Brooklyn Heights "trading post" has been in operation since 1884, and stands as a young parent's mecca. If you're in the market for handmade quilts or wooden toys, you will not be disappointed by both the selection and quality. And you can feel good knowing most wares are locally made.

My Little India
96 S. Elliott Pl., 718.855.5220
John and Avian Carraby's boutique is just the place to add a little exotic Brooklyn flair to your new digs. Handmade cotton sheets in ornate patterns, candle sconces and an assortment of verbena and green tea (pure vegetable) soaps are a sample of their fantastic offerings.

Rocketship
208 Smith St. (between Baltic and Butler), 718.797.1348
Like Brooklyn itself, comic books have come a long way. You can find the works of Brooklyn cartoonists Adrian Tomine and Jason Little on the shelves here, as well as the more recognizable tights-and-capes crew. Glance over the "Staff Picks" table for a quick survey of what's hip in strips.

eateries and other Brooklyn miscellany

NEVER BEEN THERE, NEVER DONE THAT



ROOF DECKS ON THE FIFTH AND SIXTH FLOORS OF TOREN

Stan's Place
411 Atlantic Ave. (between Bond and Nevins), 718.596.3110
All the makings of the perfect Sunday brunch converge at this New Orleans-inspired eatery. Dining for two? Share the decadent bananas Foster pancakes and the southern-fried catfish and grits, while enjoying the sounds of a local jazz ensemble.

DAC (DUMBO Arts Center)
30 Washington St., 718.694.0831
Mainly known for hosting the annual Art Under the Bridge Festival, DAC also displays exhibitions year round. Last year's "Sex in the City" went beyond simple arousal; connoisseurs of thoughtful art and media, take note.

Galapagos
16 Main St., 718.222.8500
This Williamsburg institution has (luckily) been priced out of its old neighborhood and will bring dance, art, and music to the public in DUMBO. And this space too will be LEED-certified.

Madiba
195 Dekalb Ave., 718.855.9190
In keeping with the development of Brooklyn, Madiba encourages "cultural harmony and economic development," as well as offering outstanding South African cuisine. Pap and boerewors (a tenderloin sausage) and potjie bredie (stew served in a cast-iron pot) are two of this local hotspot's specialties.

Chez Lola
387 Myrtle Ave. (between Clermont and Vanderbilt), 718.858.1484
A "bistro without borders" that serves up earthy Mediterranean fare like warm pear salads or a coarsely shaved beef carpaccio. Enjoy one of their clever (and clever-tasting) cocktails, like a Clermint Lemon or Bed-Stuy Barfly, out on the garden open 3/4 of the year.

The Brooklyn Promenade
Montague Street (at East River)
The most breathtaking view of the New York skyline was nearly a Robert Moses casualty. Manhattan is a lot easier to love from this side of the river.

Moe's
80 Lafayette Ave. (at S. Portland Ave.), 718.797.9536
Round the corner at the top of the landing, you'll see a portrait of Springfield's namesake for this googie-styled closet space that reinvented itself as the coolest party in Fort Greene. Weekends can be a little packed with the DJs and hipster onlookers, and movies are screened on slower nights. Moe's no longer has to brag, but still advertises that it "beats the others cold."

Southpaw
125 Fifth Ave., 718.230.0236
This notoriously curtain-free Park Slope music and event venue has the ambiance of a crazy high school auditorium overtaken by pranksters. The intimacy here is so natural nearly every performer sits at the bar after the gigs. And it's homebase to the Brooklyn DJ collective known as The Rub. Not bad for an ex-99¢ store.

Book a Cook
204 Huntington St., 718.858.9779
If you prefer to stay in, why not have someone else do the cooking for your get-together? These Carroll Gardens caterers offer a wide variety of dining and snacking menus . . . vegetarian, Mediterranean, traditional. Plus, Michael Stipe, Bjork and Jodie Foster are clients of theirs.

New York Transit Museum
Corner of Boerum Place and Schermerhorn Street, 718.694.1600
While you live in Brooklyn's future, take a clickety-clack tour of its past. While the subways are easy to take for granted while you're on them, the City's conveyance gets its due in this converted IND station. Armchair historians will love the exhibit chronicling bygone tokens.

Patois
255 Smith St., 718.855.1535
If you're eating anywhere near downtown Brooklyn that has a flair for quirky aesthetics and excellent cuisine, you can credit Patois. Still a respectable and delicious night out, and blessedly much less crowded than five years ago.

Barge Music
Fulton Ferry Landing (under Brooklyn Bridge), 718.624.2083
Aficionados of chamber music will delight inside this floating symphony space. The repertoire draws strongest from the classics, but jazz nights are regular. Head over to Pete's Downtown across the street for coffee and dessert afterward.

Brooklyn Social
335 Smith St. (between Carroll and President), 718.858.7758
This former Italian social club has been transformed into the hippest bar on Smith St., with a reliable line-up of simple, yet sophisticated drinks (the Riposto–vodka muddled with tangerine and fresh rosemary–is not to be missed), the best jukebox in the neighborhood, and bartenders who know their business.

Brooklyn Academy of Music
30 Lafayette Ave., 718.636.4100
This exemplary instution of music, dance, theatre and film has run continuously for the past 100 years in the same location. Here, you will find the celebrated Next Wave Festival each fall, and a spring season that presents varying genres from international contributors. Film buffs will enjoy the eclectic programming of BAMcinématek.

Graffiti
Everywhere
It wouldn't be Brooklyn without this unsanctioned public art. Look around for local resident, Penelope the monster, a line-drawn pastiche to the Pacman ghosts.

staying fit in the neighborhood

BODIES AT REST, BODIES IN MOTION



TOREN's FITNESS CENTER IS EQUIPPED WITH A PILATES STUDIO, STATE OF THE ART EQUIPMENT, LOCKER ROOMS AND A SAUNA

Toren has its own pool, fitness room and pilates studio, so there will be no shortage of wellness activities inside the building. The area nearby offers loads of opportunities for anyone to expand their fitness regimen. Here are a few selections:

d'mai Urban Spa
157 Fifth Ave. (between Lincoln and St. Johns),
718.398.2100
An oasis that offers the quality of services and tranquil environment one would expect from Manhattan's most adored spas, but at Brooklyn prices. Aestheticians, thankfully, aren't pushy about recommending the Sonya Dakar and Dermalogica products they've used on you, but devotees of this local haven will tell you that you're best off following their advice.

Lucky Lotus Yoga
184 DeKalb Ave., 718.522.7119
If earthy, intense, no bells-and-whistles yoga is the way you get in touch with your spiritual side, downward dog yourself to LLY. Most of the classes are open and mixed. For little ones, there are after-school activities that run Monday through Thursday.

Urban Spring Juice Bar
185 DeKalb Ave., 718.237.0797
Pair this cozy eatery with the yoga studio across the street; the interior is constructed out of salvaged material from an old church. "Vege" out with one of their seasonal, organic and locally grown vegetable soups or slurp down a summer smoothie. And, they have one of the cutest websites around: www.urbanspring.net

Xing Lin Healing Arts
401 Court St., 718.246.1806
This appointment only, holistic wellness center has built quite a reputation with the health-conscious cognoscenti of Brooklyn. Vanessa Scotto and her staff specialize in acupuncture and other Chinese medicines. Dancers and athletes will find their rolfing workout a sound way to improve posture and flexibility.

Remember the expression, "It's like riding a bike?" Once synonymous with straightforward, simple fun, cycling now has become tangled with carbon fiber frames, integrated shifter brake levers, and spandex. Let's dial things back a bit for biking in Brooklyn.

All you need is a bike with good brakes and a helmet. Put that together with a willingness to explore and you're all set. A network of bike paths and lanes laces through Brooklyn and the rest of the city. Fort Greene Park is just a few blocks away, and here are some additional excursions for anyone interested in biking outside Toren's immediate vicinity:

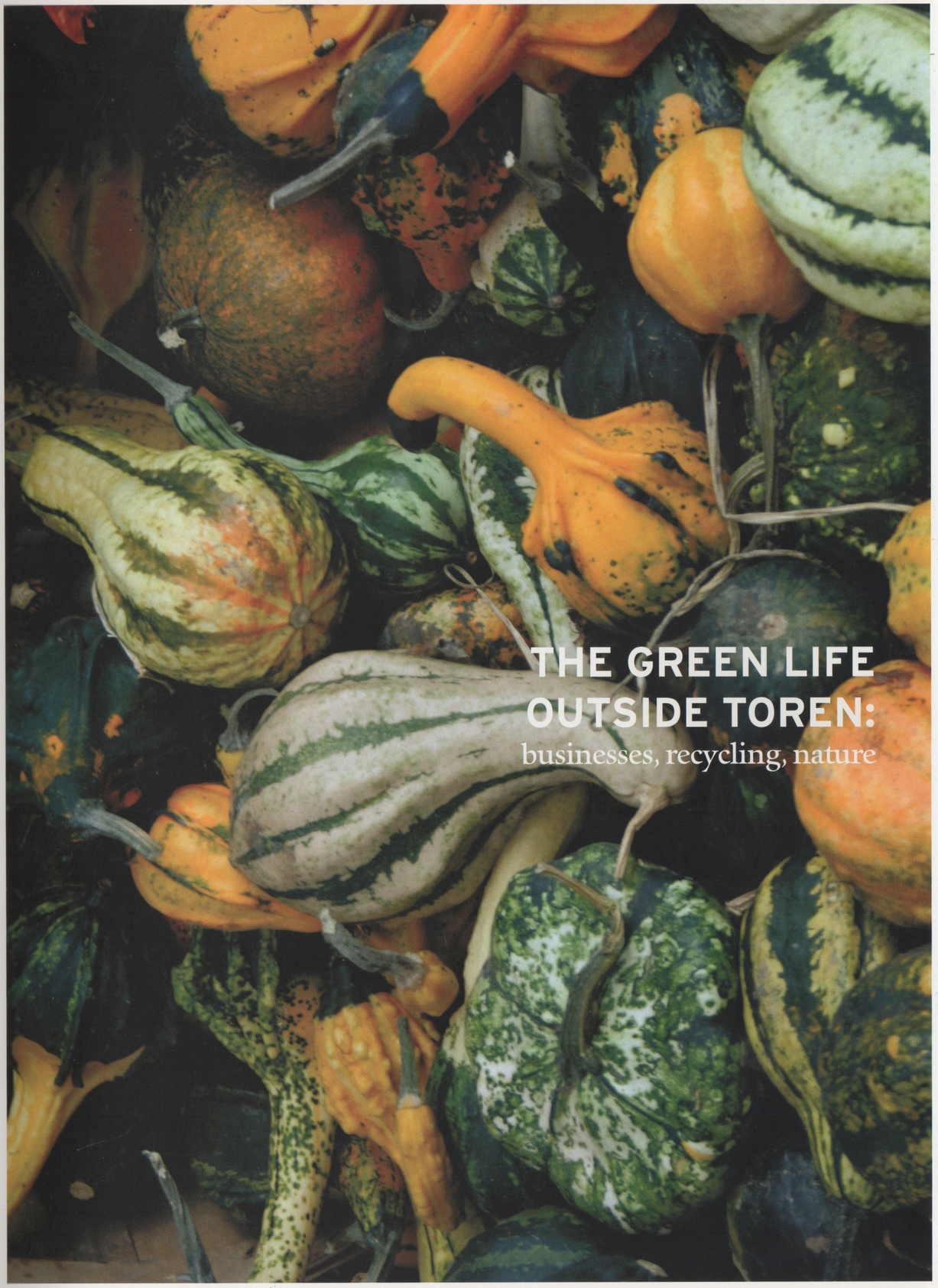
Over the Manhattan Bridge: The Brooklyn Bridge is iconic–and you really should walk across it someday if you haven't already. Daffy tourists and under-supervised children constantly dash in front of your wheels. Take the Manhattan Bridge for a quick trip into Lower Manhattan. Construction completed in 2001 opened up the bridge to pedestrians for the first time in forty years. You're minutes from Chinatown, and there are no tourists in your way.

Prospect Park: You can either blast straight up Flatbush Avenue, or take the side streets. It's up to you and your will to pedal through the traffic. Once you get into Prospect Park, you can take a few laps or you can eat congo bars at the green market. Or you can do both. The hill on the far side of the 3.35 mile loop will undo any damage done by the congo bars.

Red Hook: Zip down Fourth Avenue and take a right. Then you'll see something of what Williamsburg looked like ten years ago, an industrial fun zone on the verge of becoming the next big thing.

Fort Greene Park is a beautiful urban haven topped with the majestic Prison Ship Martyrs Memorial which has stood for the past 100 years. In its original design, Frederick Olmsted and Calvert Vaux created separated playgrounds for boys and girls. Only a 5 minute walk away, today the park happily serves both sexes. The footpaths have an array of marqueed trees for amateur botanists and the sporting sorts can take in a weekend game of soccer on the south lawn. Additionally the summer program offers film in the park, halloween festivites and a range of other family activities.

LAP POOL WITH INDOOR SKYLIGHT LOCATED ON TOREN'S THIRD FLOOR



THE GREEN LIFE OUTSIDE TOREN:

businesses, recycling, nature

3r Living
276 Fifth Ave. (between Garfield and First Street), 718.832.0951
Named for the 3 "r"s that define earth-friendly living—reduce, reuse, recycle—this Park Slope store is changing the perception that going green means resigning oneself to hemp and earth tones. Their products add an element of design to the "future-friendly" home, and are certified for their use of organic ingredients, free trade, and sustainable manufacturing.

Go Green
485 Atlantic Ave. (between Nevins and Third Ave), 718.625.0260
Big-city living makes having a clean house quite a labor. Wayne Miles opened Go Green Brooklyn to address that quandary. Miles' store is a depot of gentler cleaning solutions. And, he has trained a staff in green-cleaning techniques for homes and businesses.

Children's Museum of Brooklyn
145 Brooklyn Ave. (at St. Mark's Ave), 718.735.4400
In 2007, a year marred with recalled toys, this site became the first green museum in New York City. Collections in dolls, musical instruments and animals will have children soaking up learning, and parents can learn about the applications that create this a "living machine." The grand reopening after its expansion is set for spring 2008.

Local-vore Food and Farmer's Market
Borough Hall and Fort Greene
At both of these markets, you can find fresh seasonal fruits and vegetables from the tri-state area. Additionally, they present a well-spring of local offerings, such as farm-fresh cuts of filet mignon, smoked sausages, and lip-smacking baked goods like home-made apple pies.

Habana Outpost
755 Fulton St. (at South Portland), 718.858.9500
If you prefer to have someone else do your cooking, bounce into this solar-powered gem. DJs, movies and cheese corn served out of an appropriated pick-up truck. Warning: this low-priced off-shoot of Manhattan's Habana is only open in summer.

Green Maps
Greenapplemap.org
The above items are just a small sampling of the environmentally friendly shopping and outing options available in Brooklyn. For a greater look into the green possibilities of Kings County, consult the Green Maps. These iconic neighborhood guides look into alternative energy, transportation and waste reduction.



TOREN'S EXTERIOR: A CROSS SECTION OF DUPLEX PENTHOUSE LIVING

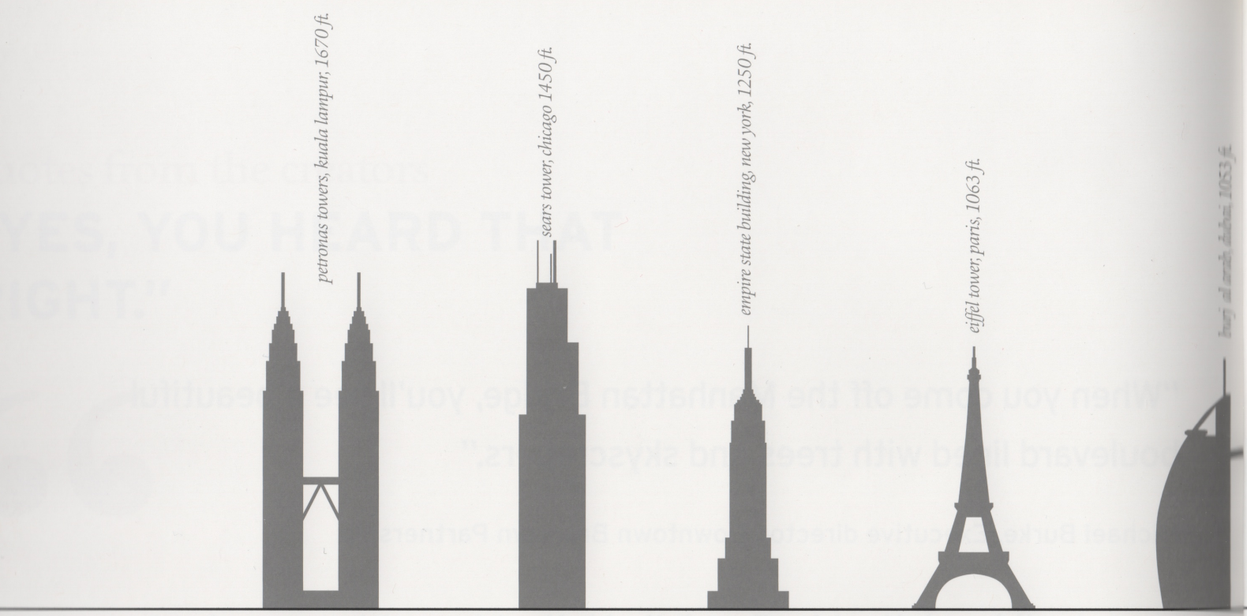


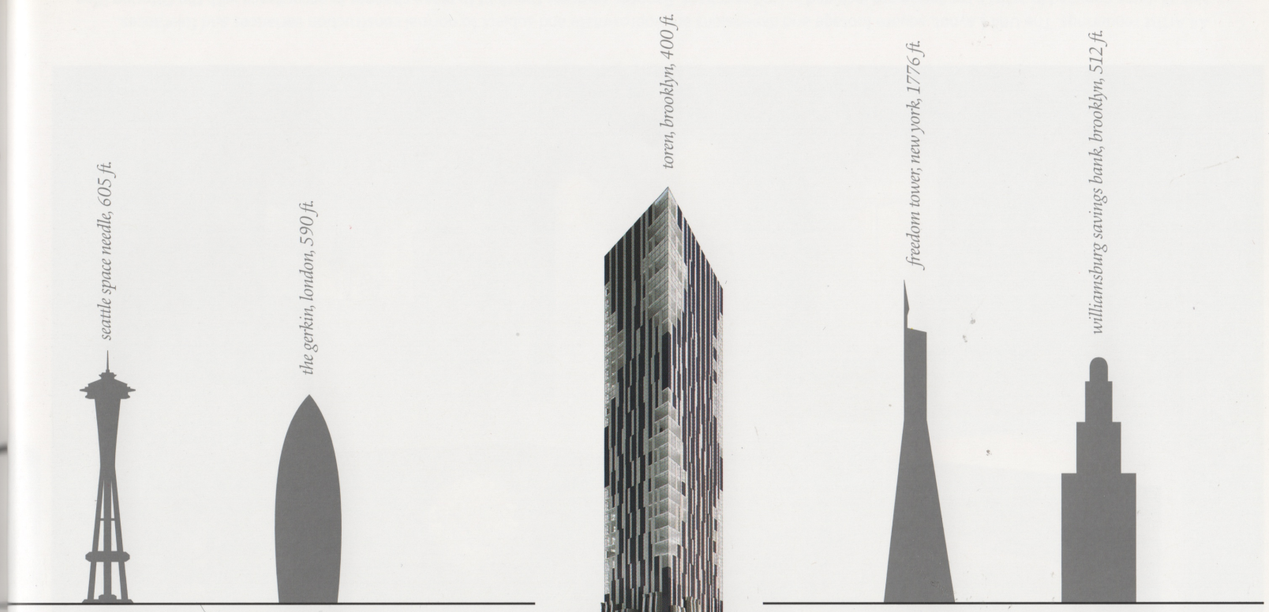
THE PENTHOUSE INTERIOR HAS THE BEST SEATS IN THE HOUSE

Artist rendering. Not all furnishings, fixtures or appliances depicted are included. See Offering Plan for details.

All Artist renderings. The Unit Layout, square footage and dimensions are approximate and subject to normal construction variances and tolerances. Not all items depicted in artist's rendering are included in Unit purchase. Sponsor reserves the right to make changes in accordance with the Offering Plan

The complete offering terms are in an Offering Plan available from the sponsor, file no. CD 07-0666.





WHY TOREN?

What's in a name?

Toren is the Dutch word for tower. This building is so named to celebrate the Dutch colonial heritage inside Brooklyn, as well as the history and evolution of towers.

Towers historically have been meeting places. Sentries described sights from them. Cathedrals placed bells in them to summon congregations. And as urban space shrank, people soon began to live and work in them.

The word 'toren' is derived from Latin, and was first coined in Dutch around the 11th century. Brooklyn's Dutch roots drive deep, with the first merchants and adventurers arriving in the early 17th century. Brooklyn itself comes from the Dutch town of 'Breukelen', a posh village in Utrecht where Amsterdam's commercial families lived.

The Dutch sensibility is borne out in more than just Toren's name. Small communities sharing public space in a dense urban center. Green living. Beautiful design joined with easy utility. These are the heights this tower rises to.

quotes from the creators

"YES, YOU HEARD THAT RIGHT."

"Cutting edge in respect to residential building. Residential architecture is catching up with the rest of architecture. People would really like to live in a sculpture."

AJ Labelle, Principal, Israel Berger Partners, exterior wall consultants

"Right now, my favorite neighborhood is downtown Brooklyn. We're doing something special here."

Donald Capoccia, Partner, BFC Partners

"We didn't want the residents to live in a fishbowl."

Peter Fajak, Design associate, Skidmore, Owings and Merrill

"When you come off the Manhattan Bridge, you'll see a beautiful boulevard lined with trees and skyscrapers."

Michael Burke, Executive director, Downtown Brooklyn Partnership

"It's going to stand out, for sure."

Joseph Ferrara, Partner, BFC Partners

"Usually a conventional curtain wall has one or two different types of panels. Toren uses 200 unique panels in its curtain wall; there is not one floor identical to another."

Diego Sporleder, Mechanical engineer, Obras Metallicas

"We found that BFC had a sense of adventure about this project."

Roger Duffy, Partner, Skidmore, Owings and Merrill



cogeneration

WHERE CONSCIENCE MEETS SCIENCE

Ever thought about what's on the other end of that power cord providing the lifeline to your appliances, laptops, and iPods? In the past, you may have had to travel many miles to find the source of that electricity.

These days, green living is bringing the power closer to home. A growing number of environmentally friendly residential high-rises are turning to cogeneration, also called combined heat and power, to use our natural resources more wisely. Toren, for example, will locally use five, 100 kiloWatt generators to fuel much of the building's energy needs.

Cogeneration is far more efficient than traditional power plants. Only about 36% of the oil, 31% of the coal, or 40% of the natural gas being burned at a conventional power plant is actually converted into electricity. The rest is lost to the heat generated during that process, a potential resource that in the past was just vented off.

A cogeneration system captures that heat and puts it to use. In a residential building, that translates into not just electricity to fire up laptops and power elevators, but for heating, cooking, laundry, and showers. In a unique twist, Toren will use the heat for cooling as well.

The other advantage of cogeneration comes from using resources close to the source. Typically, electricity travels over miles of wires from the power plant to our homes. During that trip, more energy is lost to the wires.

Cogeneration systems, on the other hand, minimize the distance between the powerplant and its consumer. But even when electricity is distributed over short distances such as a few blocks or scant miles, it is provided by the power company, and some efficiency is lost. Toren, on the other hand, eliminates that inefficiency by generating energy on-site.

Buildings outfitted with cogeneration systems are still linked into the city's power grid, which acts as a back-up should the internal system falter. And in something of a coup, Toren has managed to get the green light from local utilities to use its cogeneration system as emergency power for the building if the grid itself fails.

Environmentally friendly, and a ray of light if New York should ever experience another blackout like the one in 2002.

LEED certification

FOUR LETTERS THAT ARE CHANGING THE WORLD

To the average city dweller, the words "green living" conjure images of solar panels, hybrid cars, bicycle lanes, reusable grocery bags, and locally grown produce. We tend to measure our global footprint in terms of our daily consumables.

But there is a bigger picture that is equally, if not more important to leading an environmentally friendly life. The reality is that the buildings we live and work in soak up nearly two-thirds of the electricity and roughly a third of the overall energy we use. Turning off lights and unplugging laptops will only get us so far in our efforts to pare back our energy consumption.

As new construction transforms the skyline of downtown Brooklyn, a handful of builders are addressing the energy problem. It is predicted that Toren will be among the first residential high-rises in Brooklyn to achieve Leadership in Energy and Environmental Design (LEED) certification, a program started in 1999 to guide both residential and commercial buildings in reducing their impact on the environment.

LEED essentially earmarks how "green" a building is compared to conventional construction. There are four levels of certification–certified, silver, gold, and platinum–with awards based on the number of points earned across six categories: sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environment quality, and innovation and design process.

Toren, which is scoring high marks for its cogeneration system, is "solidly on track for silver certification," says Pamela Lippe, president of E4, Inc. Lippe's firm has provided green building consulting services to a number of the LEED certified projects in New York.

There's an added bonus to this LEED business: in addition to making our homes more energy efficient, the program awards points for measures to make our homes safer. In the past, Lippe says, consumers simply weren't aware of just how many toxins, such as paint and adhesives, can be found in a new construction. Today, the informed purchaser is demanding a healthy home. Residents of Toren, for example, will breathe easier thanks to the low-emitting materials used in the building's construction.

This shift to green construction has not come at the expense of cutting-edge design. To the contrary, New York's cadre of LEED-certified residential buildings are the masterwork of some of the top names in the architecture world. Rafael Pelli set the pace in 2001 with his design of the city's first LEED certified residential building, the Solaire in Battery Park City, and he has since been involved with several other green constructions. And David Rockwell has a hand in the Riverhouse, also in Battery Park City. Toren maintains that momentum with SOM's design.

Lippe believes this kind of environmentally conscious, high-end design is the future. "New York has been a leader in green residentials," she says. "Consumers are demanding it."

The borough has spoken.





Peter Mauss

Schaefer Landing Brooklyn, New York



Bo Parker Photography 2002

Madison Park Manhattan, New York



Bo Parker Photography 2002

Plaza 105 Manhattan, New York



Bo Parker Photography 2002

416 E 11th St. Manhattan, New York



Bo Parker Photography 2002

217 E 7th St. Manhattan, New York



1955 1st Ave. Manhattan, New York

BFC Partners' projects

BFC PARTNERS

BUILDING PROGRESS. INSPIRING CHANGE.

These days, BFC is very busy. They are preparing to build a new hotel in Midtown, and are reviewing designs for a new residential block of 300 units in Staten Island, north of the Verrazano Narrows Bridge.

And this idea of Toren as "a new angle on modern living?" Capoccia: "It means a lot of things. We look at each development uniquely. The site we chose here drove us to envision a triangular extruded tower. Our partnership with SOM was instrumental in executing the building we wanted. We're doing something special here."

Last summer, BFC was honored for their efforts against homelessness at Brooklyn Community Housing and Services' Fashion on Fulton gala. Community and civic responsibility are easily seen in the planning of Toren. 42 of the 240 condos are slated for moderate income purchase.

"I'll be very excited once Toren is up, partly because our new offices will be there on the second floor," Ferrara said. "When you build a tower, you can give it no greater seal of approval than to move in yourself."



Artist rendering. Not all furnishings, fixtures or appliances depicted are included. See Offering Plan for details.

NG ROOM WITH A VIEW OF MANHATTAN AND EAST RIVER



Artist rendering. Not all furnishings, fixtures or appliances depicted are included. See Offering Plan for details.

TYPICAL **MASTER BATHROOM** WITH WALK-IN SHOWER STALL



DONALD CAPOCCIA, JOSEPH FERRARA & BRANDON BARON

BFC PARTNERS

BUILDING PROGRESS. INSPIRING CHANGE.

The BFC Partners follow the historic approach in the way they are doing business in Brooklyn. When the Dutch settlers first landed on this "broken land," they lived directly above their businesses. It was the age of classic mercantilism, and vendors stood by their product so literally buyers could always find them. For BFC, this is not a throwback to older practices; it's a thoughtful step toward best practices. BFC has located their entire team in temporary offices close to the site. They will also be relocating their permanent offices to Toren.

Partner Joe Ferrara is supervising the finishing touches in the sales office, which is one block south of Toren. "Throughout this area, we will have a marble hallway. I think the marble is called 'Arctic Ice.' White, seamless and polished."

Pablo Regen is standing nearby helping with the curtain wall mock-up which will be the focal point of the sales office. Between the two of them, calls are taken in Italian, instructions given in Spanish, and observations made in English.

Upstairs, the Myrtle Avenue offices teem with professional drafters standing over scrolls of blueprints despite the abundance of chairs around the table. The Empire State Building, the Williamsburg Bridge and the partially erected girders that will soon be Toren fill BFC's construction office. At the northeast side, a pair of binoculars point toward a patchwork of cranes and rebar.

In walks Partner Brandon Baron. Brandon wears dusted jeans, work boots and layers of fleece to fight the wind. He's filthy like an eight-year-old, not at all like a name partner in a real estate development firm.

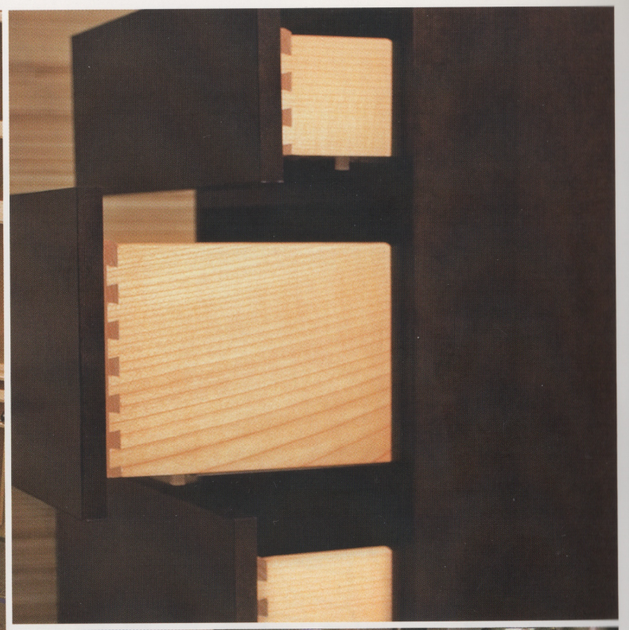
All the partners share a very natural sense of humor. In fact the amount of time these guys laugh together conflicts with how difficult it is to find them all in the same location at the same time. But they are all together on site today.

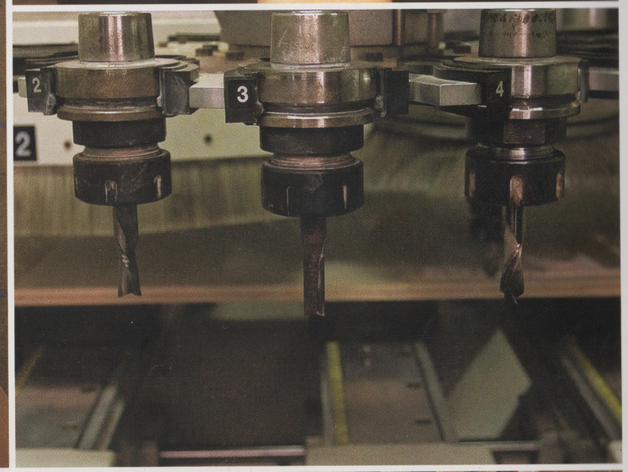
The three of them move confidently about the site. The amount of time they spend at the construction site is apparent by how completely overlooked they are by all the workers. No dog-and-pony show, just cranes and back hoes moving the earth at Flatbush and Myrtle.

Partner Don Capoccia: "Right now my favorite neighborhood is downtown Brooklyn." The favoritism is obvious. The subway access. The green surroundings. The history and culture. Downtown Brooklyn stands out as a diamond in the rough. And, BFC has been no stranger to emerging neighborhoods.

For the past decade, BFC Partners has been building in different neighborhoods around New York City: The Bronx, Harlem, the Lower East Side. Most recently, they finished the first large-scale waterfront development in Williamsburg known as Schaefer Landing.


BRAD RICHARDS









Each panel and door is cut and fitted using the latest computer-assisted saws and routers. An architect or cabinet designer can deliver plans for custom-fitted woodwork to the JBDO shop. The design schematic goes into the system, and each piece is cut to an exacting fit. The result is a set of solid, well-finished cabinets . . . built quickly and built well.

"A lot of builders take a cheap and easy approach to cabinetry," says Richards. "The thinking is that if someone can afford a million dollars for a home, they'll want to customize it once they move in, and they can afford to customize it."

"Our way of thinking is that if someone spends that kind of money on a home, they're probably busy and hard-working. They want it to look nice and customized when they move in. They don't want to deal with having a contractor come into the home after they've moved in, or after they've closed on the house. We're serving that market."

And they're doing it by adapting to the local "work hard, play hard" approach. When the guys who work in the shop finish their shifts, they take their fishing poles and go after bigmouth bass and catfish. It's a nice way to unwind after a day's work.

custom-made cabinetry

LUMBERING IN LOUISIANA

At first glance, Brad Richards, plant manager of JBDO Modular, could pass for a native of New Iberia, Louisiana. Olive-skinned with dark hair and a build that suggests an active work life more than a gym habit, he's got most of the Cajun markers.

When he introduces himself, you know he's not a local. He pronounces his surname "Richards," rather than "Ree-shard" as the Cajuns do. Then he'll tell you that he's from Amityville, Long Island.

In early 2007, Richards came down to Acadiana to open the JBDO woodworking plant, a BFC Partners subsidiary, in an old cannery on East Main Street in New Iberia.

The experience had a few comic cultural misunderstandings. When Richards set up the paid holiday schedule, he imported the same one as his old job in New York. His 35 new employees got upset when they saw that one critical holiday omitted from the calendar: Mardi Gras. Once they spoke up, Richards had them pick which holiday they'd switch out for Fat Tuesday.

With the eye of an outsider, Richards has marked the differences between the folks of Acadiana and the Northeast. "Down here, people take their time. There's a long tradition of Cajun craftsmanship, and people down here like to do things right the first time, even if it means going a bit more slowly."

All the local interest has paid off. Richards just won a bid to supply the first kitchen in the first home of Brad Pitt's Global Green Project in New Orleans. The project will bring green-built, quality affordable housing to the devastated 9th Ward in New Orleans.

JBDO has also made significant contributions to the area's economy by creating local jobs for those so recently hit by the devastation of hurricane Katrina.

The ethic of JBDO cabinets synthesizes that old-fashioned approach to craftsmanship–all-wood construction, no nails, staples, screws or brads, i.e., no shortcuts and no scrimping on materials–with the newest woodworking techniques.



Artist rendering. Not all furnishings, fixtures or appliances depicted are included. See Offering Plan for details.

LINEAR KITCHEN WITH WOOD PANELING ALL ACR



What is a curtain wall?

The technical definition is a building façade that carries no structural load other than its own. This exterior wall is mounted to the main building by its floors and columns. The curtain wall at Toren exhibits very unique qualities beyond this basic engineering definiton. Architectural innovation is just one of the elevated yardsticks measuring Toren.









As a mechanical engineer, it is important that Sporleder be involved with every stage of the building's development, in order to facilitate any modifications between the design and construction teams. This is among the more complex buildings Obras Metalicas has executed. That's why Diego will supervise onsite installation. He calls himself the connection between the testing site and building site.

The first test the curtain wall is subjected to is a simulated rain storm. Engineers in yellow slickers mull around a colossal sprinkler system. An Argentine spring is turned into a New York October. While 85-mph wind from an aircraft propeller batters water against the façade, a vacuum test is conducted inside the test chamber to guage any pressure changes.

Jeff Burke, senior technical coordinator with SOM, is quick to point out that channels are installed within the curtain wall to guide the disruptive water down and away. "We wanted interior apartments to be as quiet as possible."

The physical appearance of the testing site is ominous, as is the durability of the structure. In addition to rain, Toren will be tested for extreme heat and seismic conditions simulating an earthquake of up to 6.0 on the Richter scale.

When asked why Obras Metalicas was chosen instead of an American team, Burke says, "In the US market, fabricators are oversaturated. BFC went to Obras Metalicas, because they had put together large and small buildings and are similar in engineering and fabricating quality to shops we use in the US. (Obras) had the same technology and experience."

Burke draws attention to the building frame onto which the curtain wall will be mounted. It's made of steel. This is a bit of an anomaly in the construction business, but he says this material change "allowed the architects to be more creative."

A. J. Labelle is an exterior wall consultant with Israel Berger Partners. He will verify the curtain wall for functionality and compliance with New York City design code. The creative side is the first thing he notices.

"This chessboard pattern has a smart glass and aluminium scheme. It looks cool . . . feels cool." The "feels cool" references the ingenious way that the architects have made the building code compliant for heat retention. Dark-coated glass contrasts with light coats, making the building interesting visually and energy efficient.

The construction is efficient as well. Labelle says the curtain wall is devised in modular units that are shipped and installed on site. Burke agrees and likens the whole process to a model kit.

Sporleder, Burke and Labelle are enthusiastic about their contributions to this building. Labelle sums Toren up very neatly: "This is the new wave of architecture. Computers and materials have changed the design of buildings in terms of very complex geometry. (Toren will be) cutting edge with respect to residential buildings."

assembling the icon:

THE INTEGRITY OF THE CURTAIN WALL

This is Diego Sporleder. He's a mechanical engineer for Obras Metalicas in Argentina. And, in Brooklyn and Buenos Aires, he's the director of Toren's on-site construction for all Obras Metalicas operations. Though he conducts the vast majority of his work in South America, he insists on speaking in English.

"This mock-up is really special," he attests, referring to the 2-story facsimile of Toren assembled behind him. "Usually a conventional curtain wall has one or two different types of panels. Toren uses 200 unique panels in its curtain wall; there is not one floor identical to another."



JEFF BURKE , ROGER DUFFY & PETER FAJAK

Roger Duffy, Peter Fajak & Jeff Burke

VISIONARIES WITH A DRAFTING PENCIL

Under the direction of Skidmore, Owings and Merrill, a building becomes invested with light and all its aspects—cascading, warming, reflective and bright. No surprise, they achieve their efforts by employing visionaries. Partner Roger Duffy most recently put his twenty-plus years of expertise into illuminating the Greenwich Academy and 350 Madison Avenue before directing his executive attention to Toren.

As the plans for Toren got under way, Duffy turned to Australian Peter Fajak to work as the design architect. Fajak's boyish face belies his experience—airports in India and Singapore, college campuses in New York and New Jersey, and homes in England and Asia. He still gets into his buildings like a kid with an Erector set.

"It was really critical that this structure have an iconic quality," he says, expressing how Toren will dominate the growing skyline of Brooklyn. "Toren is most similar to the Flatiron Building. But we always wanted to create a form that was more sculptural than geometric."

The skin, what architects sensually refer to as the exterior of the building, is directly born from Toren's address. "Myrtle Avenue made us think of the myrtle tree. That's where the bumps, the embossed circles come from," acknowledges Fajak.

"I'm looking after nearly every aesthetic and design decision personally. I look at the doors, at the hardware, the fixtures. I look at the sink, the stove." He also evaluated the view from each apartment, using Google Earth to find the best views.

Fajak describes the next step of the creative process. "We started playing around with the glass, breaking down the edges." The effect they were going for, tentatively at first, would give Toren a very distinct shimmer. Once they saw how powerful it was, they pushed it to the limit.

Duffy attributes the shared vision between his offices and BFC's for Toren's final incarnation. "We found that BFC had a sense of adventure about this project. As that was explored, we discovered mutual aspirations." One aspiration to guarantee the transition from street to home, was rousing. When you walk into the building, you step out of the hustle of Flatbush Avenue, and into a lobby with a sanctuary-like feeling.

Downtown Brooklynites have always taken issue with growling commercial trucks polluting their lives. Toren has five stories of street wall to reduce immediate noise. Technical coordinator Jeff Burke is responsible for the construction specs and tests. "This was a tough site to build on. We had to work around an abandoned subway station. Eventually, the building reacted with what the City wanted to create." Burke is referring to a completely transformed downtown Brooklyn.

And, Brooklyn will be transformed even more over the upcoming years. As architecture in the downtown area evolves and rises, Toren will take shape as a landmark of thoughtful and graceful design.


©Spine 3-D


©Ruggero Vanni


©SOM

FUTURE Toren Building **2006** 7 World Trade Center, US Embassy in Beijing


©Robert Polidori


©James Steinkamp Photography


©David Sundberg/Esto

2006 Condé Nast Cafeteria **2004** Chicago's Millennium Park Masterplan, Time Warner Center at Columbus Circle

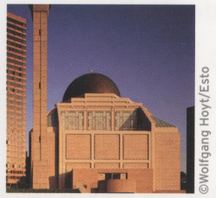

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©Frederick Charles


©David Sundberg/Esto

2002 Times Square Site One **2001** JFK International arrivals terminal **2000** 383 Madison Avenue


©SOM


©Wolfgang Hoyt/Esto


©Ian McKinnel

1999 Leamouth Peninsula **1991** Islamic Cultural Center of New York **1989** The Economist Building, London


©Timothy Hursley


©Ezra Stoller/Esto


©Timothy Hursley

1974 Sears Tower, Hirschhorn Museum and Sculpture Garden **1970** John Hancock Center


©Alexandre Gorges


©Ezra Stoller/Esto


©Apeda Studio

1965 Lincoln Center Library and Museum of the Performing Arts **1952** Lever House **1939** "A World of Tomorrow" New York World's Fair

towers and tracts

THE ACCOMPLISHMENTS OF SOM

Skidmore, Owings and Merrill has been at the forefront of architectural design for the majority of the 20th century. In the 21st, the firm still retains its global stature in the design of skyscrapers. Exotic, iconic and long renowned, SOM's architects have dotted the world with thoughts made into structures. Toren is pleased to join the ranks of these buildings and offer residences from these innovators.

SOM is responsible for the tallest building in the US and will soon see the completion of the tallest building in the world. Vast scale and soaring towers are not the sole providence of these luminous designers. The ingenious redesign of the Greenwich Academy with light artist James Turrell, the billboard technology illustrating the outside of China's Jianianhua Center, and the interior of Peaks Resort and Spa in Telluride demonstrate that smaller scale works can be extraordinary.

Opposite are a number of this award-winning firm's most significant buildings, structures and spaces.

BUILDER'S VISION

Toren is a gloriously designed residential tower that will feature comfortable living and in-house amenities right in the heart of downtown Brooklyn. It is characterized by its unique façade and is on track for a silver LEED certification. As such, it is on the forefront of new urban developments.

For most conscientious observers, architectural purists and the like, development can be a dirty word. Typically development has ties with an area's social and physical landscape. It conjures up imagery of the Robert Moses era of New York City, where the "future" became so important that the consequences ceased to matter.

The partners at BFC along with the numerous people and agencies who helped in Toren's planning, design and construction certainly believe in the future of buildings, but only as they relate to the future of neighborhoods.

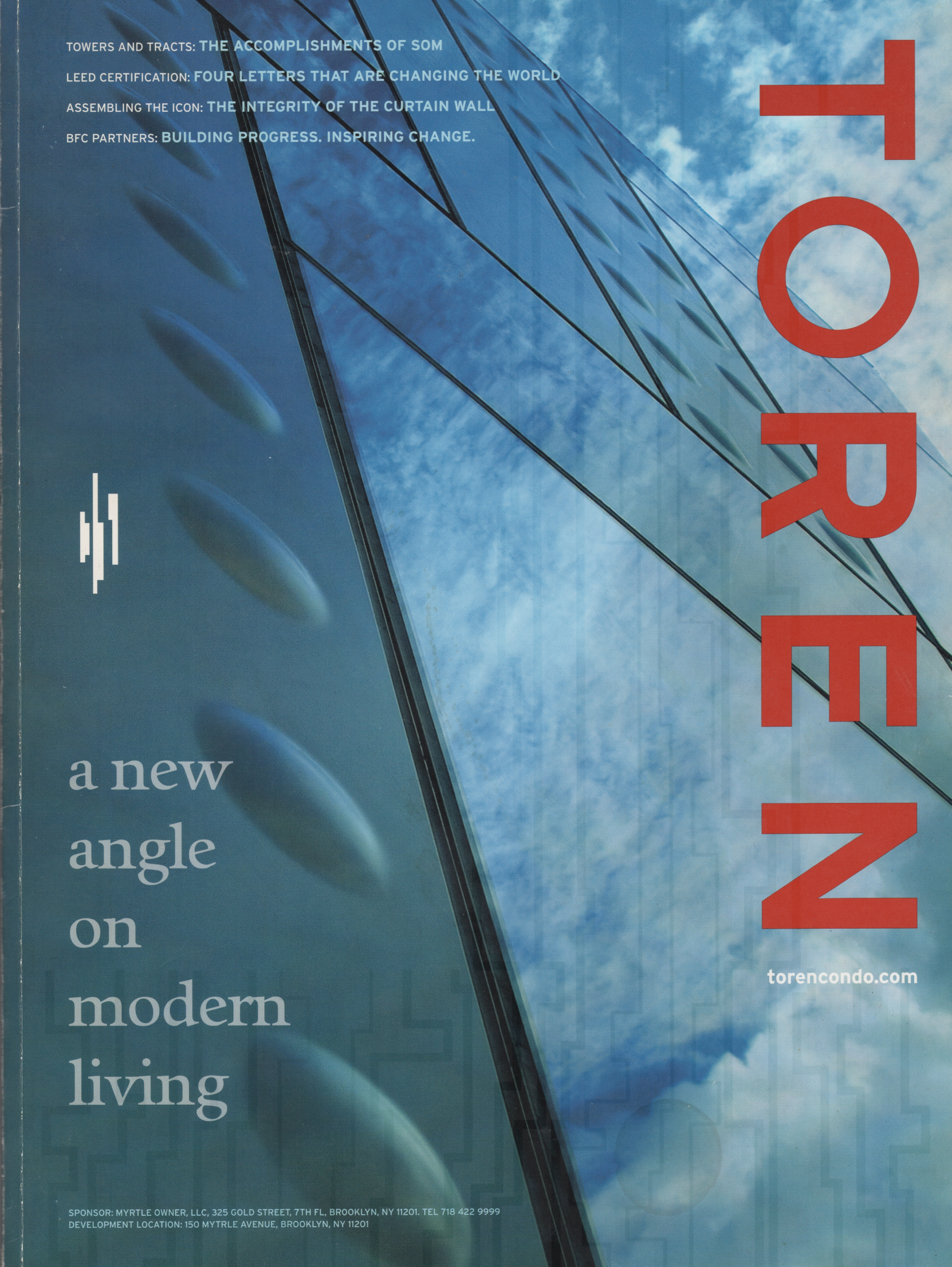
34 years ago, in the twilight of the old Penn Station's demolition, the New York Times ran this op-ed piece about the city's prospects:
It is a poor society indeed that can't pay for these amenities; that has no money for anything except expressways to rush people out of our dull and deteriorating cities.

Today, in 2008, none of this can be said of New York City, especially Brooklyn. The city's life is thriving thanks to both long-term and new residents alike. New blood and new ideas are rushing into Brooklyn. The borough has developed financially and culturally, and still retains all the qualities that make Brooklyn unique.

Toren hopes to be a beacon amid this growing downtown Brooklyn area.

This goal is not to be merely optimistic about the future, but invested in it. Extraordinary steps were taken to guarantee that Toren would be among the wave of eco-friendly developments taking root in numerous international cities.

Toren is blue and glittering on the outside, and decidedly "green" on the inside. Toren hopes to change how Brooklyn envisions development, and do what towers do best . . . stand tall as a symbol of the heights a city can reach.


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