

STATE OF THE EMPIRE

News From The World's Most Famous Building

Elevator Upgrades in Full Swing



By Stephen A. Tole
General Manager
of the Empire State Building

You may have already been in one of our elegant new elevator cabs and noticed that we are in the midst of a major renovation project. By late spring, it is expected that all 60 cabs

will have completely new interiors, which will reflect many of the building's signature Art Deco accents.

The cabs' new design features Russo Levanto Italian marble walls, with a custom inlay portrait of the building on the rear wall.

Twenty cabs have been completed and the work is progressing at the rate of three elevators per week. We're confident you'll be pleased with the results of this project, part of our \$85 million capital improvement program, launched in 1990.

The improvement program includes redecorated elevator lobbies on 75 floors that feature new wall treatments, recessed lighting, hanging chandelier light fixtures, freshly-painted ceilings, and new floor directories. A variety of other "behind the scenes" improvements have been made, all under the supervision of our Director of Operations, Hani J. Salama, and his team, including Joseph Clerici, Robert Noble and Michael Lonergan.

New Tenant Focuses on Relaxation

Those who long to take in a stress-relieving activity in the middle of their day will soon have a new

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Empire State Building Makes Another Leasing Stride as FUBU Signs 12-Year Renewal

For the second time in five months, the Empire State Building has signed a full-floor lease transaction, this time with FUBU, one of the nation's fastest-growing sportswear marketing companies.

With the FUBU deal, and the leasing of the retail space (*please see adjacent article*), the building is on pace to beat last year's first-quarter activity.

FUBU signed a 12-year renewal for the building's entire 65th floor, which covers more than 21,000 square feet.

Thomas P. Sullivan, the Empire State Building's leasing director, says the FUBU deal speaks volumes about the building's attractiveness.

The other recent full-floor lease went to the Italian airline Alitalia, which took 35,000 square feet, relocating its New York offices from Rockefeller Center. Besides Alitalia, there have been 18 new leases covering 41,000 square feet and four renewals totaling more than 33,000 square feet.



FUBU's sportswear collection includes items from The Harlem Globetrotters, as well as other professional sports franchises.

Heartland Brewery to Open Brew Pub at ESB

Capitalizing on a rare opportunity, Heartland Brewery has signed a lease to open a two-level brew pub style restaurant in the Empire State Building's prime retail space, located at the corner of Fifth Avenue and 34th Street.

The restaurant, which will occupy 10,500 square feet on the concourse level and 3,700 square feet on the street level, is slated to open in early autumn. It will feature convenient lobby access for tenants and building visitors, as well as entrances on Fifth Avenue and 34th Street.

Thomas P. Sullivan, the Empire State Building's director of leasing, says the space, with 120 feet

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Heartland Brewery plans to make the Empire State Building the flagship location for its Manhattan brew pubs, one of which is pictured.

Restaurant Review

Taste of the Sea In Midtown South

While the name may hint at Scandinavian cuisine, the decor of Svenningsen's leaves no doubt about what diners can expect. Ocean murals, hurricane lamps and a live lobster tank quickly set the scene for a seafood restaurant.

Ron Svenningsen, the restaurant's chef and owner, has put together a menu of such standards as Ipswich clams, a cold seafood platter, crab cakes and a seafood crepe.



The restaurant also offers a short list of domestic wines and other spirits at moderate prices. Those looking for a nice after work treat would be well advised to stroll by the bar from 5:30 p.m. to 7 p.m., Monday through Friday, for a complimentary taste of New England clam chowder.

On a recent visit, two patrons ordered the baked stuffed halibut and grilled salmon. Accompanying the seafood entrees were rice, corn on the cob and green beans. The preparation and quality of the fresh fish earned high marks.

Svenningsen's menu features a number of freshly-prepared desserts, including an assortment of cakes and pies. Two diners found both the cherry pie and the Mississippi mud pie to be excellent.

The restaurant's lunch traffic can be heavy, so it would be best to try it when there's time for a leisurely experience.

Svenningsen's

292 Fifth Avenue
(between 30th and 31st streets)

Open daily for lunch and dinner, including Sunday brunch.



Tenant Profile

R.J. Lee Brings High-Tech Material Analysis Operation to ESB

R.J. Lee Group traces its roots back to a decidedly non-tech company that has evolved into one of the leading players in a business that's being continually driven by innovation.

Founded in 1980 under the name Energy Technology Consultants, the company initially focused on analyzing a variety of materials for government agencies investigating the impact of airborne emissions and other environmental concerns. In 1985, it purchased U.S. Steel's electronic microscopy operations and Richard J. Lee, who headed the physics section at U.S. Steel, came aboard to spearhead its materials analysis operations. In 1988, the company took the name of Dr. Lee, who serves as company president.

Glenn Harmon, the vice president of New York operations, says the decision to open an office here reflects the belief that urban markets will help drive growth in the areas of litigation support and science consulting.

"We do a lot of work in the area of materials science, examining such things as asbestos, concrete and various other building materials to determine what effect their degradation might have on a building's integrity," Mr. Harmon says. "We've been involved at Ground Zero for the last two years and that has created a much wider network of business for us."



Mr. Harmon says the volume of work in New York prompted officials to open an office in Manhattan. From the beginning, the Empire State Building was the firm's top choice.

"One of the reasons we chose the Empire State Building was to confirm that New York is vibrant and safe," he says. "Leasing in such a high-profile building is one of the ways we thought we could make that statement."

R.J. Lee also frequently works with law enforcement officials using its electron microscope operations to analyze gunshot residue gathered from crime scenes by police departments across the country.

"Smaller municipalities don't have the resources to conduct the analysis themselves, so they turn to a firm such as ours," Mr. Harmon says. "That part of the business has evolved slowly, but it's one we're working very hard to develop."

The New York office now employs about 200 people and work in the metropolitan area is one of the main reasons the company has posted a 10 to 15 percent increase in revenues over the past three years, according to Mr. Harmon.

"We're hoping not only to capitalize on companies in New York, but also foreign entities operating in the city," he says. "New York is a cosmopolitan city and the Empire State Building is an icon."

Brokers Tour Pre-Built Spaces



A brokers' luncheon was held March 10 to showcase two full available floors — 53 and 74 — as well as the building's pre-built spaces, which are ready for immediate occupancy. The brokers who attended participated in a prize drawing, and three iPods and a 48-inch plasma-screen television were given away. Pictured (from left) are Stephen A. Tole, ESB general manager; Andrew Joseph, George Comfort & Sons, an iPod winner; Dorrie Roberts, ESB leasing agent; Sabrina DiMarco, ESB leasing agent; Thomas P. Sullivan, director of leasing; Todd Stracci, Winoker Realty, television winner; Simon Hodges, ESB leasing agent; Anita Grossberg, The Lerner Group and Randi Starer, Synergy Realty, both iPod winners.

Employee Profile

Christopher Blackman Plays Key Role in Helping Empire State Building Accommodate Additional Broadcasters and High-Definition TV

Like many employees at the Empire State Building, Christopher Blackman wears many hats. As telecommunications and information technology supervisor, he helps members of the building staff with their everyday tasks. And these days, he's been equally busy welcoming a number of new radio and television clients to their new broadcasting home.

Christopher was recruited by Alexander Smirnoff, who served as the Empire State Building's director of telecommunications for 12 years, until his untimely death last August.

"After the horrific events of September 11th, Alex knew things were going to get



Christopher Blackman

busy and he would need help, and so that's when I joined the management staff," Christopher says.

Since the building now houses broadcasting operations for all the metropolitan area's television and FM radio stations, Christopher is focusing on helping the broadcasters complete the permanent facilities for their transmission equipment.

"It's a very complicated process since the space must be prepared specifically to meet their unique requirements," Christopher says.

Because there's heavy equipment involved, floors have to be reinforced with concrete or steel. The air conditioners and

other equipment that help keep the facilities running also require increased electrical power, which necessitates wiring upgrades. The project demands close interaction with the building's construction department, to ensure plans meet building codes.

Christopher is also responsible for running the building's internal telephone system, which consists of approximately 300 phones for all building staffers, as well as an extensive two-way radio system used by employees for communications.

He says what he most enjoys about his job is meeting all the people associated with the various projects with which he's involved.

"I deal with a wide variety of people, from every radio and television station in the city, to all the various departments here in the building," Christopher says. "Those interactions really help keep the job interesting and assure there's never a dull day."

TALK OF THE TOWER

“As a fixture in the Empire State Building for 20 years, our office feels like a second home. The friendly faces of the building staff – from management to security to cleaning personnel – are a welcome sight. And our presence here is an added bonus for our customers, who enjoy the opportunity to visit New York’s most famous landmark.” – **Danny Grae**, *Director of Operations, American Trouser, Inc.*

Spring Programs at CUNY's Graduate Center



The following is a list of select programs taking place this spring that are open to the public at The Graduate Center of The City University of New York. The Graduate Center is at 365 Fifth Avenue, across the street from the Empire State Building. Programs are free unless otherwise noted.

ART EXHIBITION:

"Social Capital: Relations in Contemporary Art"
Curated by the Whitney Museum of American Art Independent Studies Program.
May 20-June 26, Art Gallery, Tuesdays through Saturdays, 12-6 p.m.

EVENTS:

Saturday, May 22, 8 p.m.
"Primavera: An Evening of Brazilian Music"; \$25, \$20 students & seniors

Monday, May 24, 7:30 p.m.
"KAMP!—Song and Satire from the 'Paradise Ghetto' Theresienstadt, with Sergej Dreznin"; free, \$10 donation guarantees a seat, free to CUNY students

Friday, June 4, 7 p.m.

"Ecological Collapse of the Planet? The Promise and Perils of the Next 20 Years"
Michio Kaku, physicist; \$15, \$5 students

Saturday, June 5, 7:30 p.m.

GREAT MUSIC FOR A GREAT CITY: "Beethoven's Influence: Past and Present"
Rieko Aizawa, piano; with Amelia Trio; call (212) 817-8215 to register

Saturday, June 12, 3 p.m.

"Remembering Anne Frank on Her 75th Birthday"
Eli Wallach, Anne Jackson, & others; \$25, \$10 students

Thursday, June 24, 8 p.m.

Pasiones
Ruben Celiberti, singer, dancer, choreographer; with reception \$25, \$15 CUNY Students (also June 25 & 26 at 8 p.m.)

For additional information and a complete schedule, please call (212) 817-8215, or log onto the Graduate Center's web site, **GC.CUNY.EDU**.

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option to do so. Metronaps – which will open on Monday, May 17, in suite 2410 – gives you the opportunity to take naps of up to 30 minutes in custom-designed lounge chairs, or “pods.”

The pods feature a timer that will send a mild vibration through the chair to awaken napping patrons. Visors are also offered to help block out light. Once the nap is over, you'll be treated to water or juice.

Cheryl Joyner, the company's vice president of marketing and a founding partner, says the idea behind Metronaps is to change the way businesses think about motivating workers.

“Napping during lunch periods can help increase productivity,” she says.

The chairs themselves were the brainchild of Arshad Chowdhury, the chief executive officer and also a founder. Ms. Joyner says the business has been in the planning stages for the last three years and that the Empire State Building was always their preferred location.



Metronaps napping chair

“The location is perfect for us, because it's in the heart of Midtown,” Ms. Joyner says. “Since the Empire State Building houses so many companies and employees, we thought it was the ideal place to launch a business dedicated to revolutionizing the way America thinks about work.”

Metronaps plans to charge a \$65 monthly membership fee, which will entitle members to one daily nap of up to 30 minutes. Walk-ins are also accepted, with prices beginning at \$12 for a 30-minute visit.

Proud Tradition Continued

Ophelia DeVore was instrumental in helping African Americans break the color barrier in the entertainment industry. One of the first African American models in the United States, Ms. DeVore opened the Grace Del Marco Model Agency in 1946 and launched the Ophelia DeVore School of Self-Development and Modeling in 1948.

From the beginning, she made self-development a key part of her program. Over the years, more than 20,000 students, including Diahann Carroll, Cicely Tyson, Richard

Roundtree, and a variety of other celebrities, have gone through her school.

Ms. DeVore's son, Jim Carter, now the president of Ophelia DeVore Associates, which has been on the 31st floor for the last 30 years, says her program uses fashion to teach that appearance plays a key role in business success.



Ophelia DeVore

“Her philosophy is, you're always selling something. Fashion is a great metaphor because it's always out there,” he says. “Our training is designed to create a certain refinement by teaching that people skills, and such things as good posture, are useful in business because they help convey the right image.”

Although many people think of charm and etiquette as outdated concepts, they remain a key to success, according to Mr. Carter.

“We kept the emphasis on charm, because charm and etiquette are still fundamental in creating relationships.”

While Ms. DeVore, 82, now mainly serves in an advisory role, the concepts upon which she based her firm remain its guiding principles.

Bright Lights, Big City

The New York Times recently featured Lydia A. Ruth, our special events coordinator and director of public relations, in its Public Lives column.

Ms. Ruth, who has worked at the ESB since 1985, gave The Times an in-depth look at the building's special lighting program and some of the more noteworthy events.

Summer Concert Series

As we look toward summer, it's worth mentioning that our summer lunch hour concert series “Summer – Hear at Last” will start May 25 and run through Aug. 25. The concerts take place each Wednesday (with some additional days as well) from 12:30-1:30 p.m. in the 34th Street corridor of the main lobby.

The Observatory

Tourist traffic at the Observatory continued to prove strong in the first quarter. Attendance in the quarter jumped 18.5 percent to 665,684 guests, compared to 561,362 in the same period a year ago.

My sincere wishes to all of you for a warm and sunny spring and early summer.

Leasing Activity

We are pleased that the following organizations have joined the ESB community or have chosen to remain here by renewing their leases.

2418 Associates, Inc.*
Adams, Stevens, & Bradley**
Arduor Capital LLC
Black & Associates, Inc.
Business Travel International, Inc.
Capital Market Services, Inc.
CardXchange, Inc.
China Watch Update, Inc.
Concrete Stories, LLC
Danforth Development Partners, LLC
DI (Denim Image), Inc.
Far East USA, Inc.
Feinbloom, Bertish LLP
Feld Entertainment, Inc.
Fleet National Bank*
Flytime Tours & Travel, Inc.*
Furniture In Motion Corp.
Grand MMDS Alliance New York
I.C. Isaacs & Company, Inc.*
Infinite Creator, Inc.
Infomercial Funding Corp.
Integrity Life Settlements
Intermedia Production Group, LTD
Joseph Scott Properties, Inc.
JPV Design Group, Inc.*/**
Kaltex America, Inc.*
Katlean De Monchy, Inc. D/B/A Nextpert
News Network
Mademoiselle Corp.
Manhattan Association of Realtors, Inc.
Milagros Imports, Ltd.
National Communications of America, Inc.*
Organized Momentum, Inc.
Orly Shoes Corporation*
Parmani, Ltd.
Paul William Steinberg
Penn Station Apparel Corp.
Prince Tours & Travel, Inc.
RJ Lee Group, Inc.
Sahara Tours, Inc.
Spot Buying Solutions, Inc.
The Accetta Group, LLC
The ESP Group, LLC
The Rosen Law Firm, P.A.
Variety International –
The Children's Charity*
Verticity, Inc.
Wesmel, Inc.*
World Culture Open, Inc.
World Trade Network, Inc.*
YTB Corporation*

*Renewal **Expansion



ESB Exhibit Chronicles Big, Colorful Characters

Over the years, New York City has hosted many larger-than-life characters. Now, a tenant with historic ties to the Empire State Building is paying homage to them in an exhibit currently on display in the building's Fifth Avenue Gallery.

Sharlene Spingler, a senior vice president with North American Precis Syndicate on the building's 65th floor, has assembled a collection of six 32-inch by 46-inch photos featuring such subjects as elephants, tigers and a Sumo wrestler. The show, titled "Giants in New York," runs through May 25.

Ms. Spingler, a well-published writer and photographer, traces her love of photography back to her childhood, when she experimented with a variety of cameras and subjects.

"I really like to photograph human and animal spectacles," she says. "I gravitate toward the visually ornate or things that are gigantic, either metaphorically or physically. I also like photographing endangered species, as I feel it's a benign means to capture and preserve."

Ms. Spingler has a personal connection to the building's history, since her mother worked for the Bureau of Miscellaneous Minerals' Industrial Diamond Board in the early 1940s. It was part of the former War Production Board, a precursor to the U.S. Department of Defense.



"Unfortunately, all the records have been lost and there is no information regarding which floor the Bureau occupied," she says.

"It's always gratifying to exhibit your work," she says. "But having it appear in a building that has played a role in my family's history is really special."

Valentine's Day Marks 10th Annual Wedding Event

Romance was in the air over the Valentine's Day weekend, as 17 couples commemorated the occasion by marrying or renewing their wedding vows in the Empire State Building's 80th floor Sky Lobby.

The annual Valentine's Day tradition started in 1994 and, over the past 10 years, the ESB has hosted more than 170 weddings. Each year, the Rev. Paula Posman, a non-denominational minister, officiates at the ceremonies.

To be selected for the event, couples must write an essay describing why they want a wedding at the Empire State Building. Winners are chosen on the basis of the originality and distinctiveness of their submission. This year's participants came from many points on the globe, including as far away as New Zealand, as well as from the tri-state area.

A total of 14 couples exchanged wedding vows and, while all had different stories about how they met, New York City, and especially the Empire State Building, played a significant role for each in their relationship. Also, three couples renewed their vows, including one who has been married for more than 20 years.

Each ceremony concludes with a celebration, encompassing a Champagne toast, and an invitation to visit the 86th



Paula and Colin Phillips of Wales, U.K. were married by the Rev. Paula Posman (center).

floor Observatory. Each couple received gifts from the Empire State Building, and a certificate for a complimentary meal at Planet Hollywood Times Square. Music was provided by Berman Arts International and floral decorations by Madelyn Simon & Associates.

Heartland Brewery continued from page 1

of frontage along Fifth Avenue, is one of Manhattan's most highly desirable retail locations.

"The pedestrian traffic at that corner consistently measures more than 25,000 every day," he says. "Add to that the Observatory's 3.5 million annual visitors, and it's easy to see how valuable the enormous visibility is."

Jonathan Krivine, managing director of Garrick-Aug Associates, represented Heartland in the lease negotiations.

"It's not every day that a prime piece of retail space in one of the city's most popular destination corridors comes up for lease," he says. "Heartland Brewery recognized the tremendous earning potential the space represents and is very much looking forward to opening its newest location in the Empire State Building."

Company owner Jon Bloostein says several original touches are planned for the location.

"This is the first restaurant that will have a large rotisserie for chicken. We will also

have a complete takeout department, unlike our other restaurants," he says.

While Heartland's well-known beer lineup will be prominently featured, the ESB location will be the first with a mixologist on staff, enabling the restaurant to offer several unique cocktails. Also, unlike other Heartland facilities, the Empire State Building location will have a host of home-made desserts, including mini-doughnuts prepared in front of guests, and Philadelphia fruit ice, a tropical confection in a variety of flavors.

"We're very excited about being in the Empire State Building and plan to make this our new flagship," Mr. Bloostein says.

Privately-held Heartland Brewery is a New York City-based company with four other Manhattan locations, including Times Square, Union Square, near Radio City Music Hall and the South Street Seaport. It brews six classic beers at all locations year-round and features several seasonal beers. It also offers beers from all the major breweries as well. Its food menu includes a variety of steaks, burgers and chicken entrees.

Available Space

SUITE #	SQUARE FEET
1522 *	789
725	847
2619	953
4307 *	1,044
5105	1,227
603 *	1,522
3919-20	1,711
6220-21	1,998
5604-07	2,628
5014-17 *	3,458
1811-13	3,648
3316-20	4,086
5401 &19-24	6,444
7501-04 &19-24	8,162

*Prepared for Immediate Occupancy

PRIME RETAIL STORE ON 34TH STREET:
 12,545 total SF on three levels
 4,200 SF/main floor
 3,000 SF/mezzanine for
 storage/selling
 5,345 SF/basement

For space details and floor plans,
 log onto our web site: ESBNYC.COM

Behind the Scenes



While the Empire State Building's security department relies mainly on the expertise and efforts of a team of dedicated security officers, as well as state-of-the-art equipment, for the past six, man's best friend has also been playing a vital role. Known as the Explosive Detection Canine Team, the four dogs and their handlers work primarily at the building's loading dock inspecting trucks and their cargo. They also patrol the perimeter and other building locations. The dogs and their handlers are specially trained to detect explosive devices and their components. Patriot Associates, a branch of Copstat Security, the building's uniformed security contractor, provides these teams. Jesse E. Peterman, the Empire State Building's Director of Security, says the dogs permit security staff to handle suspicious articles with a minimal amount of disruption. Building representative Joe Marrero (center), talks to, (from left to right) Sal Frasca with Bud, Ken Forte with Bullet, Joe Interdonato with Dixie.



The Empire State Building design is a trademark of ESBC.



Empire State Building



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