



MEDIA CONTACT: Heather West (612) 724-8760, heatherwest@earthlink.net

Former *Look Magazine* Building's Historical Renovations are a Perfect Match with Wausau Window and Wall Systems

Wausau, Wis. – Legendary as the former home of *Look Magazine*, 488 Madison Avenue, N.Y., has been a backdrop for fashion shoots and the offices of industrial designer Raymond Loewy. Built in the 1920s, the building occupies a full block on the West Side of Madison Avenue between 51st and 52nd Streets.

When it opened, the 23-story building was seen as a commercial victory for International Style Modernism with its symmetrical setbacks, curved corners and strip windows. It was the first Emery Roth & Sons' building whose emphasis was purely horizontal with columns suppressed behind alternating bands of metal-framed glass and white brick. (The earlier 505 Park Avenue had explored the aesthetic possibilities of horizontal strip windows, but the designers had hedged their bets by bracketing them with strong vertical elements.)

The importance of this building lies in the fact that it was New York's first nod to the trends, which had dominated Europe decades earlier. Its restoration honors its history while making the building environmentally sound and viable for contemporary business use.

The renovation included: installing a new HVAC system, replacing nine elevators, cleaning the building's exterior by repointing and replacing missing or deteriorated bricks; restoring the steel terrace handrails, replacing and waterproofing the paved terraces; returning the lobby to its original configuration; upgrading tenant lobbies and bathrooms; and replacing the building's 2,000 windows with high performance acoustically- and thermally-efficient units.

To match the historical character of the building, Wausau Windows and Wall Systems® custom engineered its Heritage 3250 Series windows to blend in with the existing steel profiles. The Heritage Series' beveled exterior profiles create a "picture frame effect" by simulating traditional, putty-glazed steel windows.

Improving on the traditional, putty-glazed window, Wausau combines advanced manufacturing technology with skilled craftsmanship in a controlled environment, which helps to maintain the product's long-term performance as well as its exceptional design aesthetics. All of Wausau's products meet the industry's most stringent requirements for air infiltration, water resistance, lifecycle testing and structural integrity.

For renovation projects, Wausau visits the job site to measure each existing opening and ensure a proper fit of the new windows. The building consisted of radius corners, which the new window system had to maintain. The existing brick sill walls were tested for wind and for lateral loads brought on by the new window system. The test results showed a need to reinforce the wall. Wausau's in-house mock-ups assured the team that the new window system would meet the project's requirements.

The building owner, The Feil Organization, was more than satisfied with Wausau's involvement in the project and opened the doors to future projects with Wausau.

Nationally recognized for its innovative expertise, Wausau Window and Wall Systems is an industry leader in engineering window and curtainwall systems for commercial and institutional construction applications. For 50 years, Wausau has worked closely with architects, building owners and contractors to realize their vision for aesthetic beauty and lasting value, while striving to maintain the highest level of customer service, communication and overall satisfaction.

Wausau is a part of Apogee Enterprises, Inc., a publicly held, U.S. corporation. For more information on Wausau Window and Wall Systems, please call (877) 678-2983, or visit www.wausauwindow.com.

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