



Black Rock

A Striking and Ethereal Tribute

The CBS headquarters, a unique creation by Eero Saarinen, stands tall in Midtown Manhattan, drawing attention with its striking design since its debut in 1965. Known as “Black Rock” for its imposing presence amidst ethereal office towers, it represented a departure from conventional high-rise aesthetics, boasting a reinforced-concrete structure and a commanding granite facade.

Location:

New York

Client:

Vocon

Photographer:

Joel Esposito

Year:

- Architectural Record Magazine, Black Rock



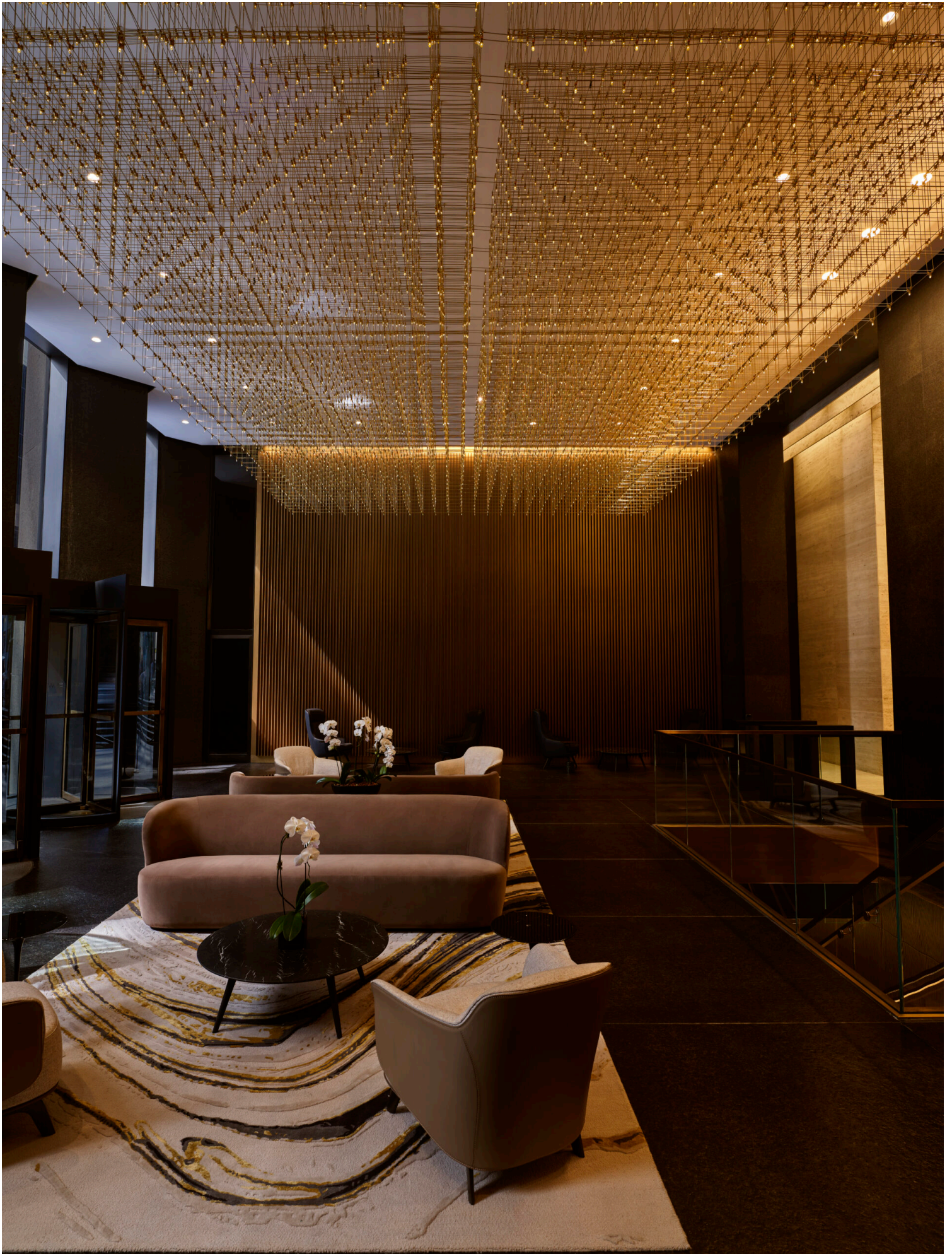
Brief :

Over the years, the building adapted to changing times, accommodating additional tenants and undergoing renovations. Recently acquired by Harbor Group International, the focus shifted towards modernizing its common areas while preserving Saarinen's midcentury flair.



Client Need :

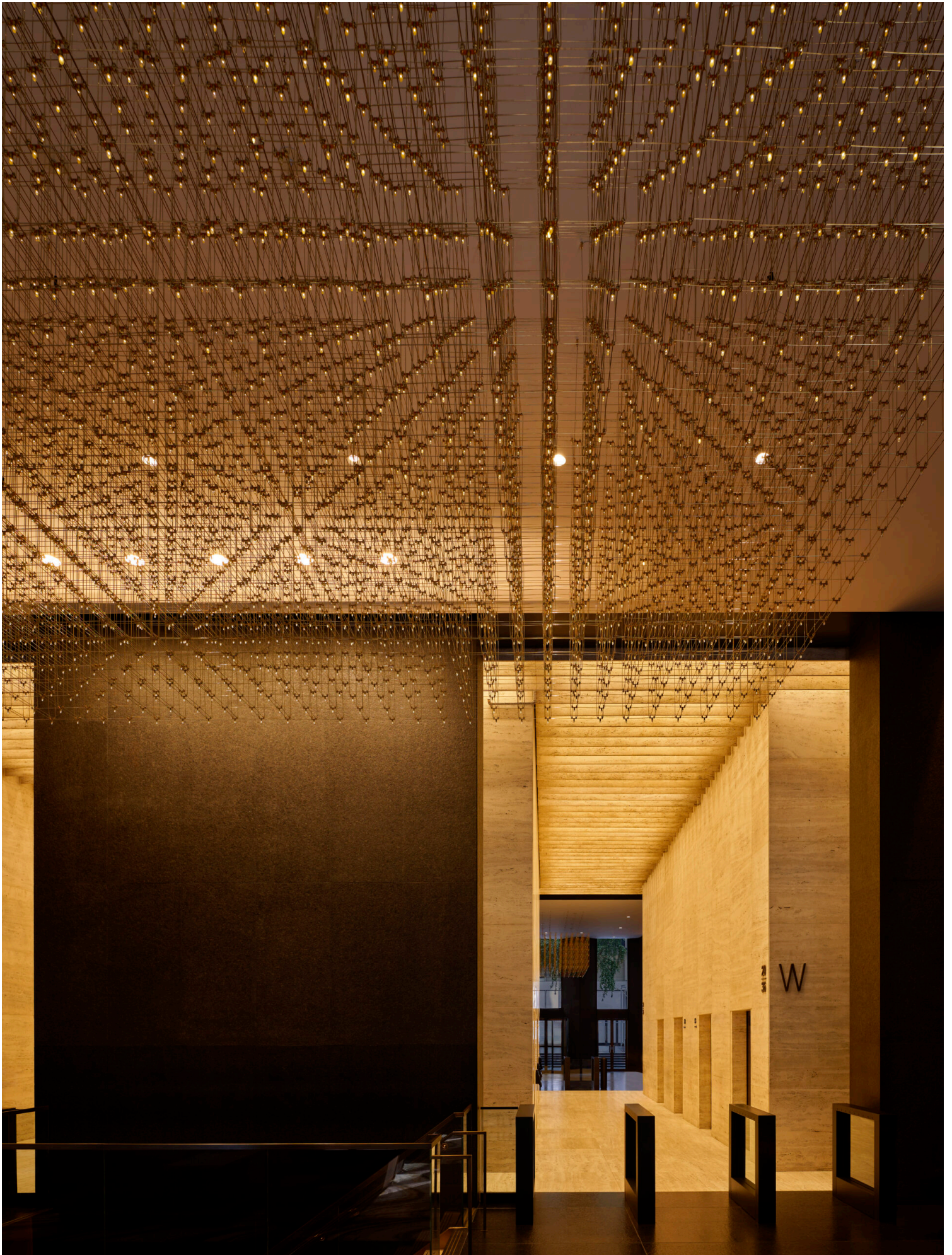
Vocon and MdeAS Architects, entrusted with the renovation, aimed to respectfully update the interiors for a post-Covid era while honoring the building's heritage.



Challenge :

The challenge to Vocon and MdeAS Architects, the design firms charged with renovating the plaza, the ground floor, and a lower level, was to update the building's common areas to attract tenants operating in a post-Covid, hybrid-work era while retaining the unapologetic midcentury swagger of Saarinen's iconic structure. Designated a New York City landmark in 1997, the building is protected in terms of its exterior, but not its interiors. Nonetheless, Vocon and MdeAS deferred to Saarinen, both inside and out.

"We wanted to respect the building's history and identity," says Sofia Juperius, the Vocon Design Director for the Project. "Our strategy was to make subtle but powerful changes."







Solution :

Throughout the building, efforts were made to refresh and revitalize spaces while respecting Saarinen's vision. As workplaces evolve to accommodate changing needs, buildings like 51W52 stand as a testament to the fusion of modern amenities with timeless architectural excellence.

Dimensions**L Shaped Canopy**

144" x 233"

12" deep

17 brushed brass fixture cubes encased in light smoke tempered glass

Light Canopy

210" x 360"

32 brushed brass fixture cubes over four layers fitted with bulbs

17" canopy drop

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