

CRAIN'S

For Fancy Façade Work, Developers Must Turn to a small pool of specialists

Putting the finishing touches a Zaha Hadid-designed luxury condo in West Chelsea required the help of a Philadelphia metal fabrication company

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Installing façades on New York City buildings is complex work, and the contractors that specialize in it typically need to be booked up to two years in advance. But some projects, like this Zaha Hadid–designed luxury condo development at 520 W. 28th St., are more specialized than others.

Hadid, who died in March, often incorporated graceful curves and undulating façades into her buildings—design flourishes that won over critics across the globe and pushed developers to get creative when turning her blueprints into reality.

For this project, the Related Cos. partnered with M. Cohen & Sons, a Philadelphia metal fabrication company, to create and install the curving, stainless-steel trim that is accenting the 11-story West Chelsea development, where members of Ironworkers Local 580 are busy doing just that.

“We also partnered with M. Cohen to open up a curtain-wall factory, called New Hudson Façades,” a Related spokeswoman said.

The New Hudson factory, in Linwood, Pa., has produced exteriors for some of the developer’s other New York City projects, including 55 Hudson Yards and 530 W. 30th St.