

14 WOMEN TO WATCH 2014

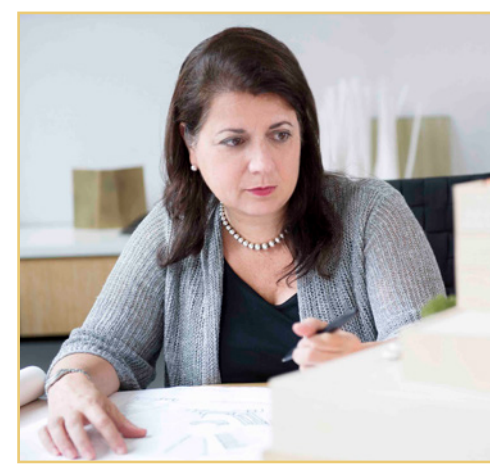
PHOTO BY HOWARD WEXLER

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MARILYN KANE
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SARA RUBENSTEIN
NANCY RUDDY
EVA TALEL
COLLEEN WENKE



**NANCY
RUDDY
CETRA RUDDY**

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2014



THE CETRARUDDY STUDIO

Top (Left to Right): Principals Eugene Flotteron and John Cetra, Associate Principal Ximena Rodriguez

Middle: Associate Principals Theresa Genovese and Joseph Jebran, Principal John Curtis

Bottom: Managing Director Michael Simon

“It’s not just my profession...it’s my passion!” With this statement, Nancy J. Ruddy, Founding Principal of CetraRuddy, has touched upon what has clearly enabled her firm to become an international and award-winning architecture, planning and interior design organization. Along with Founding Principal John Cetra, the firm, which was founded in 1987, has not only made a long-standing commitment to design excellence but

also, as Nancy says, “to creating memorable place making.” “We develop intellectually crafted projects with a unique design sensitivity, resourcefulness and commitment to client objectives,” Nancy continues. “The strength of our work is the product of our team of over 75 passionate and talented professionals who share our vision and commitment to an architecture and interior design of integrity.”

The studio, which is led by its Founding Principals, Principals Eugene Flotteron and John Curtis and Associate Principals Ximena Rodriguez, Theresa Genovese and Joseph Jebran, contribute to a combined and sophisticated understanding of the multi-faceted requirements of every space, and does so by incorporating technology, construction knowledge and branding. Our projects create memorable experiences, community and a sense of place in all of the

typologies we touch. We craft skylines, create moments and speak to the poetry of humanity with empathy and generosity. “But,” Nancy adds, “our work is always about ‘home’ – whether we design a residence, place of worship, hospitality space, or learning environment. We strive to elevate the building typologies we touch by combining our craft, attention to the specific and adding humanity and scale to compositions of strong geometric forms.”

One Madison



One Madison



200 East 79th Street



ONE MADISON

Perhaps the best way to illustrate the unique design that is central to CetraRuddy's architectural mission is by viewing the projects themselves. A notable example of this design philosophy is One Madison, located at 22 East 23rd Street at the southern tip of Madison Square Park in Manhattan. The new, ground-up, 50 story 155,000 SF luxury condominium building stands as an architectural icon on Manhattan's skyline that has won 11 international design awards. This project exemplifies CetraRuddy's commitment to context in designing a modern skyscraper in bronze glass and articulated form that relate to its Madison Square Park historic masonry surroundings. The building is uniquely constructed with a glass and aluminum hybrid curtain wall combination of bronze glass on the main shaft of the building and clear glass with white spandrel glass on the four to six-story "pods" which cantilever to the north and east of the main building shaft. The form and placement of the building in the middle of the site result in expansive 270 degree views from all apartments which have luxurious and classic modern finishes.

200 EAST 79TH STREET

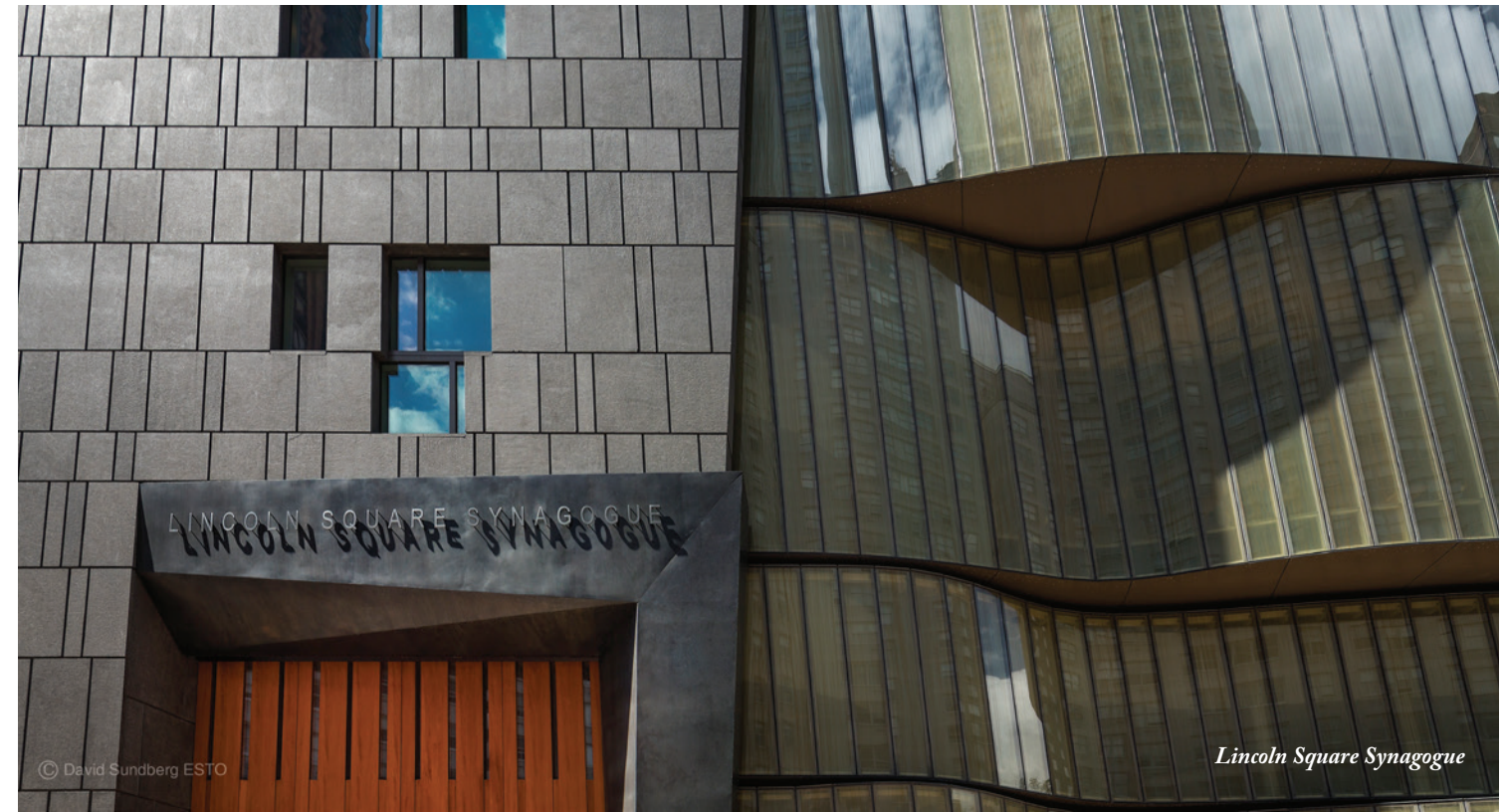
200 East 79th street's design reinterprets the heritage of Upper East Side architecture, integrating classic and traditional elements with a modern sensibility. The recently completed 19-story 165,000 SF building is located on the corner of 79th Street and Third Avenue and boasts a record six-week sellout. With an elegant facade comprised of limestone, bronze, and aluminum, complemented by large windows, the building takes advantage of its premium corner location to create a distinctive yet contextual mark on the neighborhood's streetscape. Providing 45 apartments and ground-floor retail space, this building was particularly "designed to create high-end quality residences with a pre-war feel and elegance, appropriate to Upper East Side family buyers who wish to raise their families in a vibrant city environment," Nancy says.



12 East 13th Street



12 East 13th Street



Lincoln Square Synagogue



Walker Tower



Walker Tower

12 EAST 13TH STREET

At 12 East 13th Street, CetraRuddy successfully blended the building's original steel structure with a new brick and blackened metal facade, thereby reflecting the integrity of the original structure's downtown industrial past. Detailed metalwork patterns are referential to the historic neighborhood context as well, while a prismatic 3 story glass addition creates a shimmering crown on the weathered brick and metal facade. With a completion date of April, 2015, this 46,000 SF project also houses an interior that spares no detail. Designed with the attention to detail found only in private homes, the finishes carry a curated selection of luxurious materials, floors that include sawn oak board to accentuate the grand proportions of the main entertainment spaces, and kitchens boasting custom designed walnut cabinets with bronze sculptural hardware and smoked glass inserts.

WALKER TOWER

CetraRuddy has also lent its design signature to a West Side building, this time in Chelsea. At 212 West 18th Street stands Walker Tower, which was originally built in 1929, and therefore demands particular attention to every detail in its redesign. As such, CetraRuddy has designed all of the elements for this 305,000 SF Art Deco structure, which features an intricately detailed brick veneer façade with ornate geometric designs. Additional floor area at the top of the building was created from custom designed bronzed stainless steel to reflect design motifs in the building and 9 foot glass windows. There are 22 floors of varying sizes and multiple setbacks. The building has punched windows that afford spectacular city and water views. "We needed to capture the majesty of

form, proportion and detail of the original architect, Ralph Walker, and this heroic American era, yet interpret it for a modern lifestyle," Nancy says. CetraRuddy therefore took a curated approach to materials and details by incorporating burnished metalwork, custom mosaics, hand-rubbed woods, subtle patterning, and custom hardware designed for this building, that all add up to an understated level of chic elegance. For the interiors, Nancy drew inspiration from a small Parisian hotel for the bathroom vanity and from a fabric that had intrigued her for the stone mosaic powder room floors. "We have honored architectural precedents of scale, proportion and graciousness in this project," Nancy says, "Yet interpreted it for downtown living."

LINCOLN SQUARE SYNAGOGUE

CetraRuddy's design excellence extends beyond residential spaces. The firm has also applied its unique architectural process to a cultural project that takes its identity and community into account. For Lincoln Square Synagogue, which is now close to completion at 180 Amsterdam Avenue, CetraRuddy began the project by first learning about the community and how they manifest their Hebraic consciousness into their daily lives. "Our design creates sacred spaces which integrates this consciousness into the architecture," Nancy says.

"Jewish symbolic references and inspirational imagery played a powerful role in shaping our thought process as we continually questioned how to create a building which is both spiritual and public," Nancy adds. "The symbolic references which guided our design solution are: the Torah, the nomadic tabernacle-tent structure, Tallis-the prayer shawl and the movement or "dance" during celebrations. The client mission

and Judaic symbolism are most visibly embodied in the five ribbons of glass that define the building façade which represent the Five Books of the Torah.

INTERNATIONAL AND HOSPITALITY MARKETS

Taking their unique design talents internationally to Europe, India and the Middle East, CetraRuddy recently completed the design for a top rated restaurant name, SushiSamba, in London. Opened in September, 2012, this new construction encompassing Heron Tower's 38th, 39th and 40th floors includes outdoor terraces, seating and an outdoor wet bar; Sushi Bar, Wet Bar, Robata Bar and kitchen, a SushiSamba Restaurant with a double-height main dining area, and a two-story high glass circular stair at the atrium.

A project currently under construction in Jeddah, Saudi Arabia, is the five

star 430 key Galleria Hotel, featuring "monumental interior architecture and interiors that are sophisticated, yet chic and forward-thinking," Nancy says. With 430 keys, three restaurants and two spas, the building has an entry sequence that is exclusive and private, yet demonstrates the appreciation of the galleria, it's not surprising that this design style is reminiscent of the Ritz Hotel in Paris, as well as the Plaza Hotel in New York City. "We designed this elaborate space to be sophisticated and urbane, while providing a true reflection of Saudi Arabian history," Nancy adds. The entry lobby interprets Islamic traditional form, craft and patterns that are translated into modern vernacular.

The firm also has projects in India. Choice Marina, located in Cochin, Kerala is a 150,000 SF project consists of 28 deluxe suites, a private marina, rooftop spa and pool deck, enclosed valet park-

ing, and a white tablecloth restaurant. The resort's interiors complement the tranquil waterfront and showcase the Indian tradition of intricately crafted details. The pair of buildings are being completed in 2014. Further north-east in Chennai, Tamil Nadu, the firm is working on a residential and hotel complex.

It is clear that the sophisticated architecture and customized interior designs that CetraRuddy provides reflects a craft that is as memorable as it is practical. "Regardless of the project," Nancy says, "we want to make spaces that people don't just walk through, but that will be a memorable architectural experience. This craft represents a type of architecture where we contextualize the form and weave design elements into beautifully embracing spaces. It's all about memorable place-making for us."



SushiSamba, London



Galleria Hotel, Jeddah, Saudi Arabia