



Building Directory

Cass Gilbert, Architect
ca 1913
brass
American

The brass Building Directory once graced the lobby of historic Woolworth Building in New York City. The lobby, where this piece once stood, remains one of the most lush and lavish in Manhattan and the directory wonderfully reflects not only the ornate style of the lobby but its details also exemplify the Neo-Gothic style that sets the profile of the Woolworth building apart in the Lower Manhattan skyline.

Designed by architect Cass Gilbert, and completed in 1913, it is an impressive sixty-story Neo-Gothic tower that still stands in its 233 Park Place, New York location. Frank Woolworth, owner of the Woolworth department stores, commissioned its construction. The construction initially cost \$13.5 million and was paid for in cash before construction began.

From the time of its creation to about 1930, when the Chrysler building was completed, the Woolworth building reigned as the tallest building in the world. Its distinguishing features did not stop there. The building also contained its own power plant, and housed the best, fastest high-speed elevator system of the time. The lobby, where this piece once rested, remains one of the most lush and lavish in Manhattan. Another Gothic showcase, the lobby displays polished terrazzo floors, Italian marble, wainscoting, and gilded ornamental work, as well as a stained glass ceiling. The building directory wonderfully reflects not only the ornate style of the lobby, but also that of the building itself. The lamp on top of the piece is not original, but custom made to fit the aesthetic and dimensions of the directory by the artisans in our Franklin Street workshop.

6'-9" h x 28" w x 8" d
28" sq. base

Item# UA0008 SV
\$25,000

For more information call 212 431 4646