

PLAYBOY HEADQUARTERS NEW YORK

COMMERCIAL · THE CROWN BUILDING, NEW YORK, NEW YORK

PLAYBOY HEADQUARTERS NEW YORK

PROJECT TYPE

Publishing offices

LOCATION

The Crown Building, New York, New York

TEAM

Darcy Bonner & Associates, Architecture and Design
Darcy Bonner, Principal of Design
Scott Himmel
David Piper
George Tsenes
James Stapleton

RECOGNITION

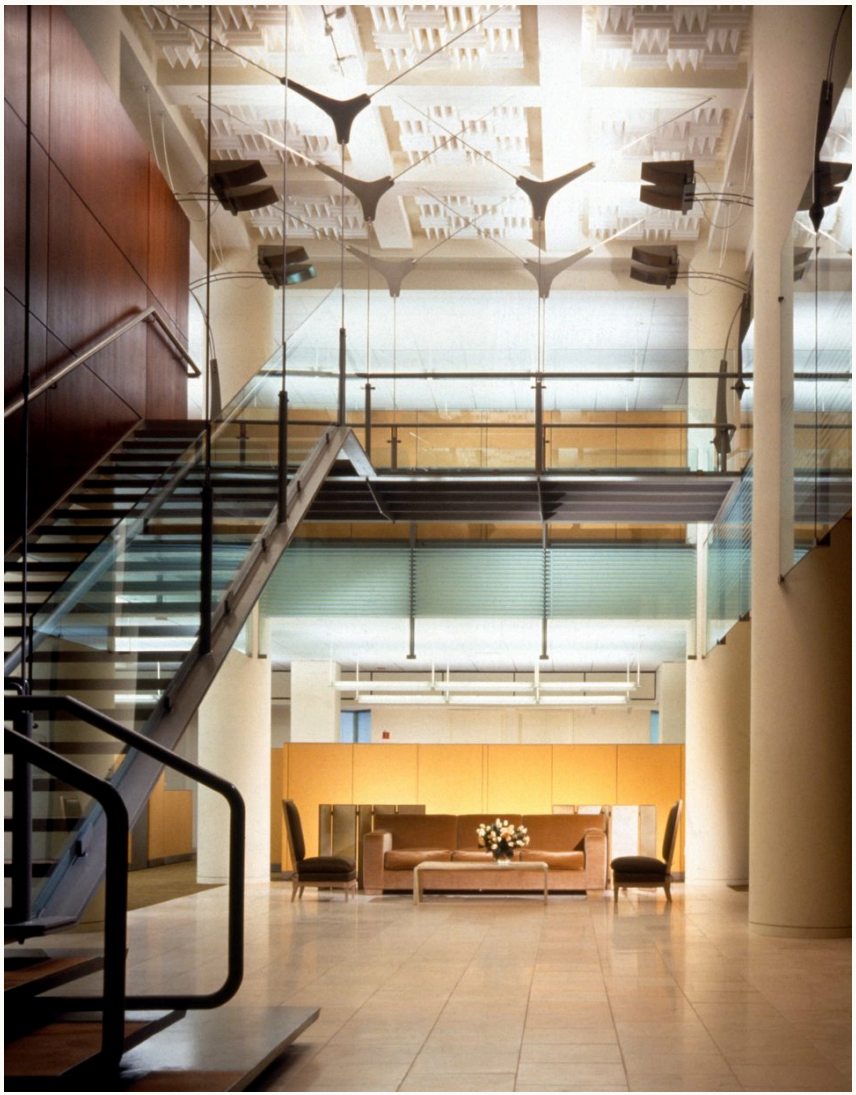
Interior of the Year

After the Chicago headquarters, Playboy Enterprises turned to the same team for its publishing offices in New York, in the Crown Building, the Midtown landmark at Fifth Avenue and 57th Street. Darcy Bonner and Scott Himmel planned upward of 85,000 square feet for editorial and administrative staff: the tower's third and fourth floors, where visitors arrive, and an annex of 15,000 square feet with a terrace on the top floor.

Two aims shaped the plan: to carry daylight deep into broad floor plates, and to rethink the publishing office itself. The usual division into private offices and open support areas gave way to a more open, connected workplace, in which departments on the two floors can see one another and collaboration does not come at the cost of concentration.





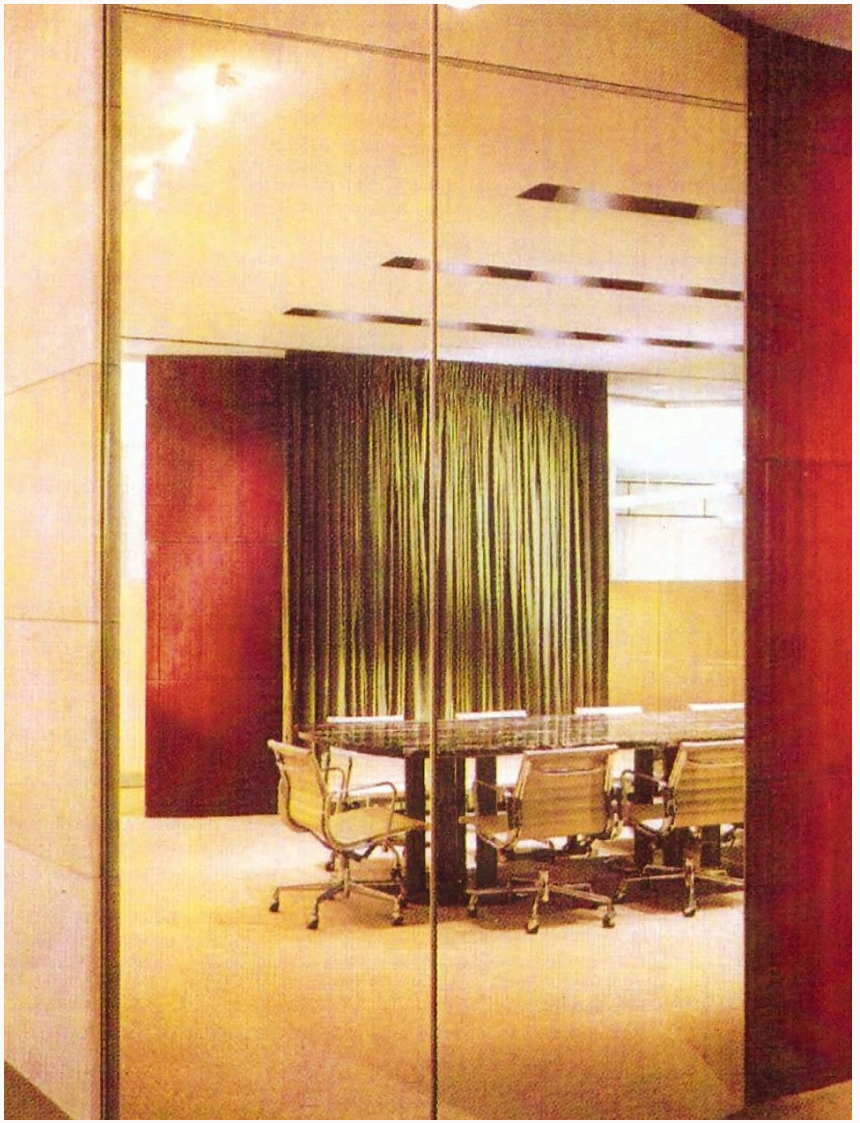


Around the upper gallery, glass rails banded in frosted stripes keep the views open, and branching steel fixtures hang beneath the ceiling.

A two-story atrium is the instrument. Glass is used wherever it can be, so that light passes through the plan, and a sculptural stair of steel and leather rises through the void beside a wall of dark wood paneling to join the floors, at once a working connection and the defining architectural gesture of the offices. Around the upper gallery, glass rails banded in frosted stripes keep the views open, and branching steel fixtures hang beneath the ceiling.



Visitors enter through frameless glass into a reception lined in pale stone, where photographs hang as in a gallery. The Playboy rabbit head, executed by the artist Ed Paschke, anchors the arrival and makes the company's identity clear from the first step inside. Fitted into a historic Midtown building, with every constraint that implies, the offices were finished on schedule and within budget, and together with the Chicago headquarters they were named Interior of the Year.







COMMERCIAL

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