

## 7 Bryant Park

NEW YORK, NY

### Owner

The Bank of China

### Vitro Certified™ Fabricator

J.E. Berkowitz  
Pedricktown, New Jersey

### Architect/Designers

Pei Cobb Freed & Partners  
New York

### Vitro Products

Solarban® 60  
on Starphire Ultra-Clear® Glass

### Curtain Wall Contractor

Benson Industries  
Portland, Oregon

## PROJECT BACKGROUND

Set in New York's bustling Garment District and overlooking one of the city's most cherished green spaces, 7 Bryant Park melds curved glass, stainless steel spandrels and highly transparent 10-by-10-foot openings glazed with Solarban® 60 on Starphire Ultra-Clear® glass to create a statement befitting the neighborhood's fashion-centered legacy.

However, the project's complex specifications and lofty sustainability goals created an opportunity for the Vitro Concierge Program™ to help the glass fabricator and curtain wall contractor complete the project on time, according to specifications and with optimal aesthetic quality.



The conical incisions carved out of 7 Bryant Park are complemented by stainless steel spandrels and highly transparent Vitro Architectural Glass

7 Bryant Park, New York, NY

## The Challenge

In collaboration with architects Yvonne Szeto and Henry Cobb of Pei Cobb Freed & Partners and curtain wall fabricator Benson Industries, Vitro Certified™ Fabricator J.E. Berkowitz (JEB) needed to find creative ways to support the project's quest for the upper echelons of LEED® certification. While Szeto and Cobb specified Solarban® 60 on Starphire® glass to lower long-term energy use in 7 Bryant Park—which would contribute significantly to its eventual LEED certification at the Gold level—assistance from the Vitro Concierge Program™ would help reduce the project's footprint in the form of shipping materials and transportation costs, all without compromising the quality of the curved glass panels fabricated for the extra-large openings.

## The Solution

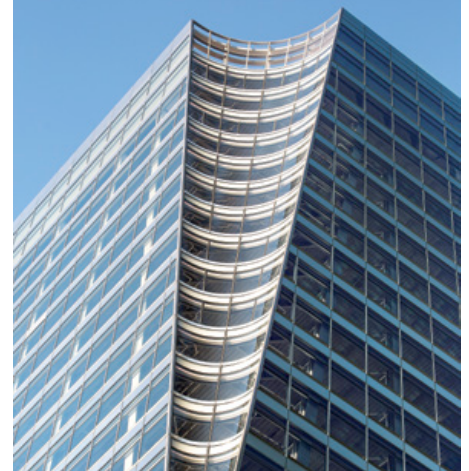
While the specification for Solarban® 60 on Starphire® glass would help the project earn LEED credits in the Energy & Atmosphere category, coordination between the Vitro Concierge Program™ manager and JEB helped the project earn additional points in the Regional Materials category by using returnable steel racks and dollies instead of traditional wooden-crate packaging for each curtain wall panel. JEB helped package the glass units—each fabricated with both 10mm outboard and inboard glass weighing more than 700 pounds—for Benson to assemble into aluminum frames at a nearby warehouse.

Benson then used trucks and a fleet of custom-built dollies to transport the finished units to their final installation point on the job site.

The Vitro Concierge Program™ manager also helped ensure the project's success by not only reserving the glass but also coordinating with Benson Industries and JEB to optimize the aesthetic quality of the curved glass panels by holding them to strict heat treating tolerances significantly under the ASTM requirement, which would prevent them from bowing and warping and to eliminate roller mark distortion.

In the end, general contractor Turner Construction says that JEB and Benson created a zero-waste project from one that would typically have generated one 30-yard container of waste per building floor, with all materials transportation taking place within a 500-mile radius.

In its completed state, the most striking elements of the 29-story tower at 7 Bryant Park are two conical incisions carved out of its northeast corner, which Szeto and Cobb designed to interface with neighboring Bryant Park. Two echoing hourglass shapes are complemented by extra-large panels of Solarban® 60 on Starphire® low-iron glass outfitted into 10-foot by 10-foot openings, which were specified to provide unobstructed park views while mitigating the heating and



The distinct design of 7 Bryant Park features extra-large panels of Solarban® 60 on Starphire® low-iron glass from Vitro Architectural Glass.

cooling loads associated with a glass-walled building. Horizontal spandrels finished with stainless steel add additional texture, reflecting sunlight during the day and colored lights in the evening.

Jeff Heymann, vice president of business development for curtain wall contractor Benson Industries, Inc., said Solarban® 60 was specified on Starphire Ultra-Clear® glass for 7 Bryant Park after it won a "beauty contest" between competing low-iron, low-e glass products displayed on a 40-foot-tall-by-15-foot-wide replica of the curtain wall.

### About the Vitro Concierge Program™

The Vitro Concierge Program™ is designed to help ensure supply-chain success for large or complex construction projects fabricated with products from Vitro Architectural Glass (formerly PPG glass). It's available at no cost to members of the Vitro Certified™ Network and their glazing contractor customers in the U.S. and Canada.

While most projects, even very large ones, can be handled effectively by Vitro Certified™ Network's normal supply chain approach and with standard Vitro inventory, some unique projects with atypical glass

configurations or non-standard glass components require extra production and logistics management. The Vitro Concierge Program™ provides customized coordination through a dedicated Vitro Concierge Program™ manager, who will align Vitro inventory and production schedules, even providing priority access and reserving inventory and glass production scheduling.

To learn more about the Vitro Concierge Program™, visit [Concierge.VitroGlazings.com](http://Concierge.VitroGlazings.com), call 412-820-8004 or email [concierge@vitro.com](mailto:concierge@vitro.com).

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