

Pyramid Residential Building

New York, New York



In the heart of New York City, along the Hudson River, gleams this very visible monument to hot-dip galvanizing. The VIA 57WEST housing project, designed by Bjarke Ingels Group (BIG) of New York, stands out as something different in a city that has hundreds of buildings trying to stand out. The project began when Douglas Durst visited the Ingels' Copenhagen studio in 2010 and was fascinated by the unique designs, particularly that each was so different and specifically designed for its location.

Following this visit, Durst Fetner Residential commissioned BIG to build a new residential standout in Manhattan. BIG proceeded to open its New York office and VIA 57WEST was Ingels' first project in the city. The 750-unit building, located in Hell's Kitchen, resembles a pyramid with a steeply sloped façade rising 467 feet toward the Northeast.

Featuring angular balconies and an impressive green plaza, it was built to provide great views with little traffic noise.

The VIA 57WEST is a dramatic, gateway to the Manhattan skyline and really incorporates both European and New York influences. Bjarke Ingels Group, which originates in Denmark, worked with the local steel fabricator and galvanizer to achieve the goal of building something that stands out. Hot-dip galvanizing was chosen for the building structure thanks to its maintenance-free longevity, while also being a nod to BIG's European influences, where hot-dip galvanizing is used much more prominently in buildings than in North America.

It is easy to see BIG accomplished their mission of standing out in a city where so many iconic structures

already stand. On a sunny day the pyramid can be seen from most spots in Manhattan and Brooklyn. The beautifully designed building, which is in an area with the highest level of renovation in the past five years, is an amazing addition to the famous skyline. Thanks to hot-dip galvanized steel, VIA 57WEST will adorn that skyline beautifully for many generations to come. ■

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