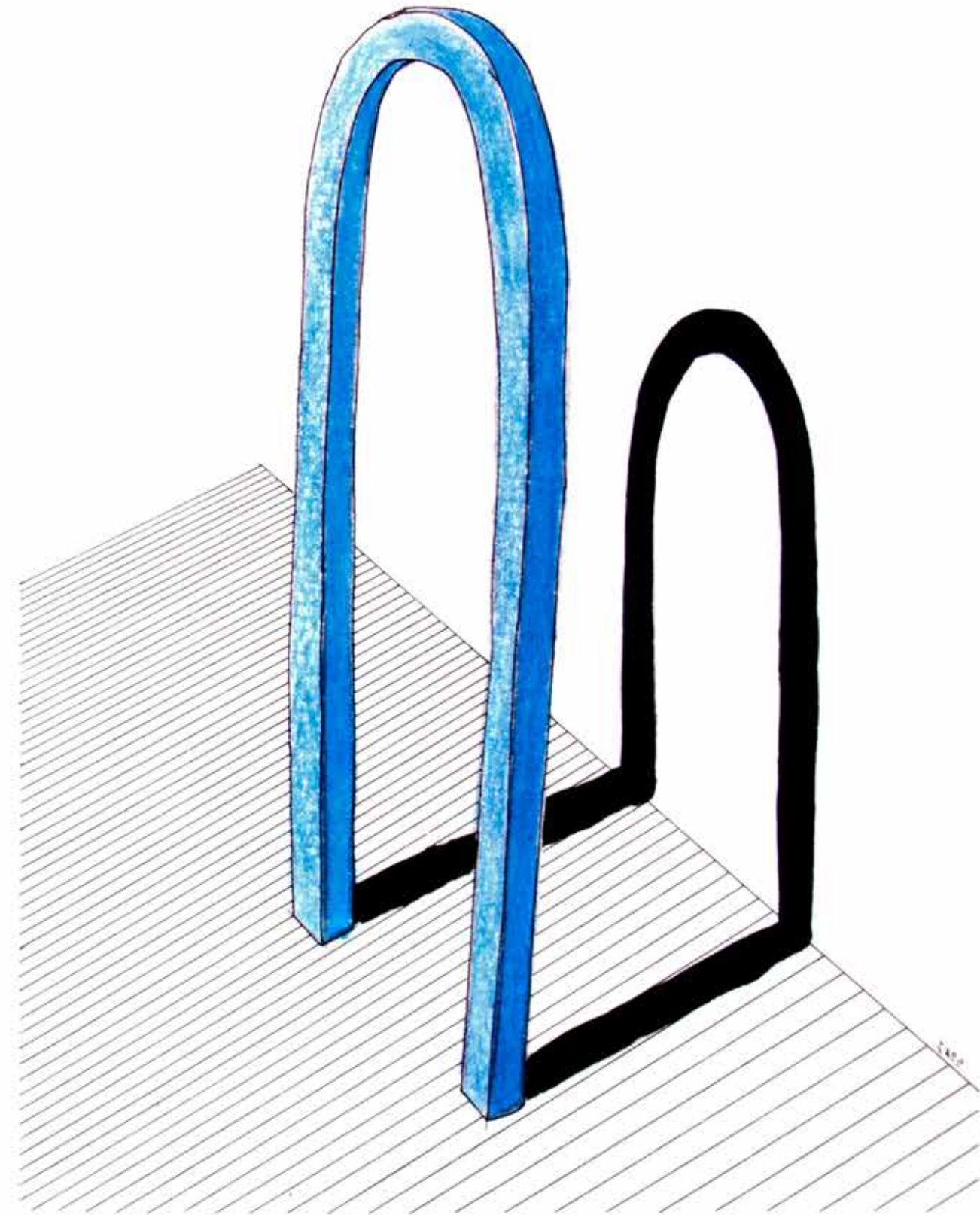
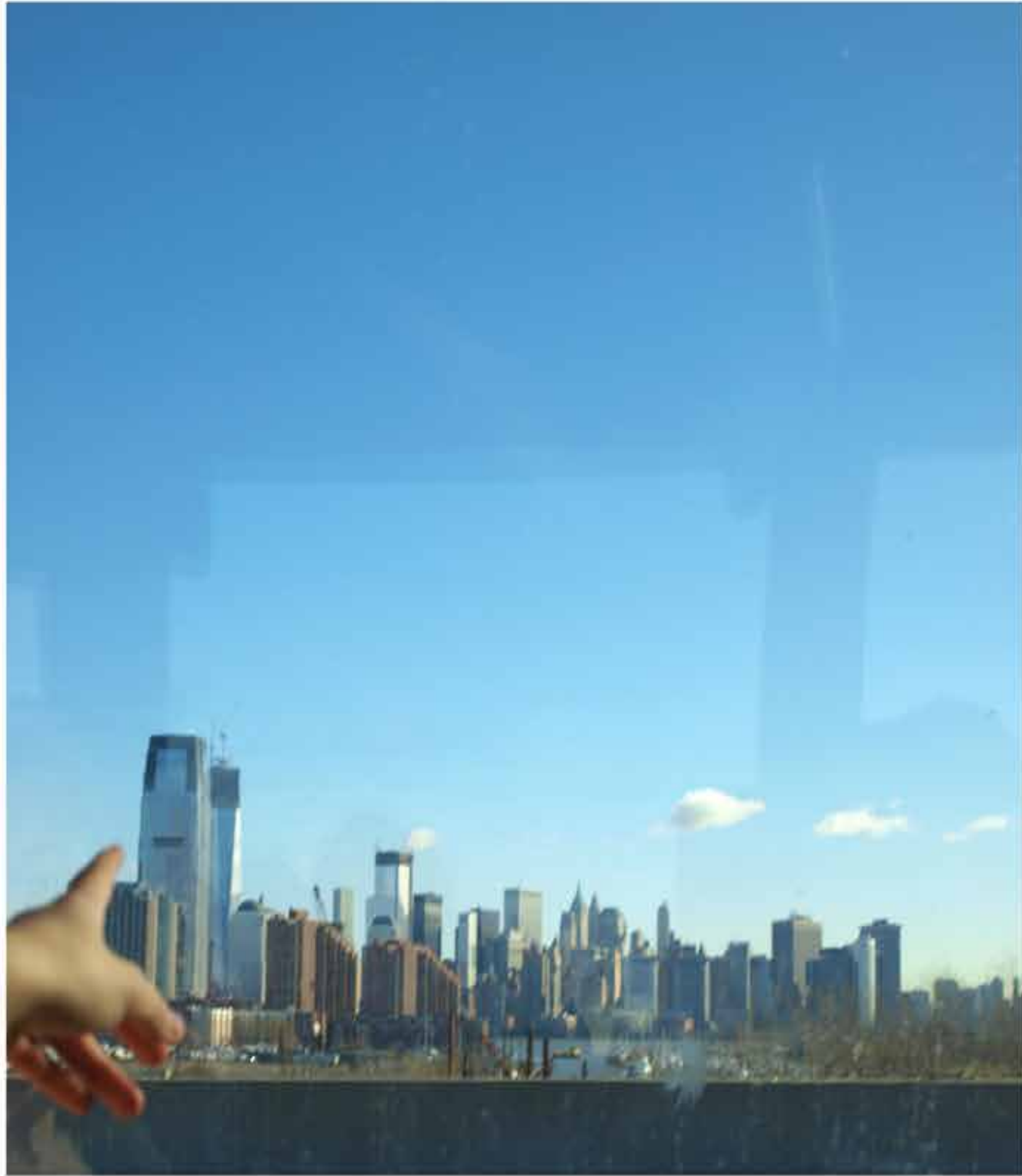


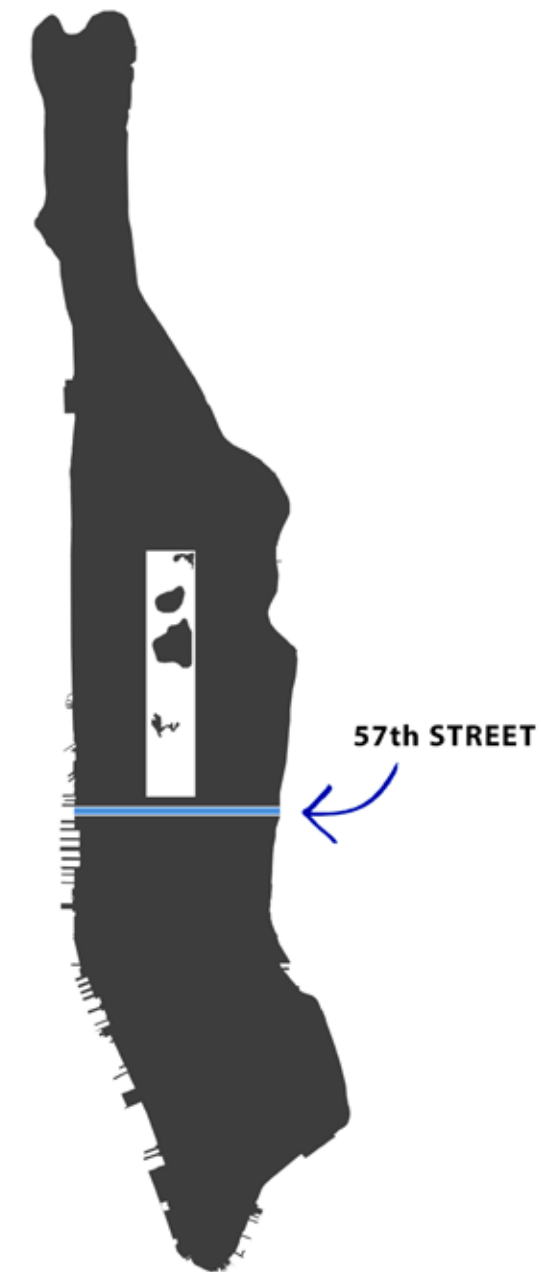
**THE  
BIG  
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**THE  
BIG  
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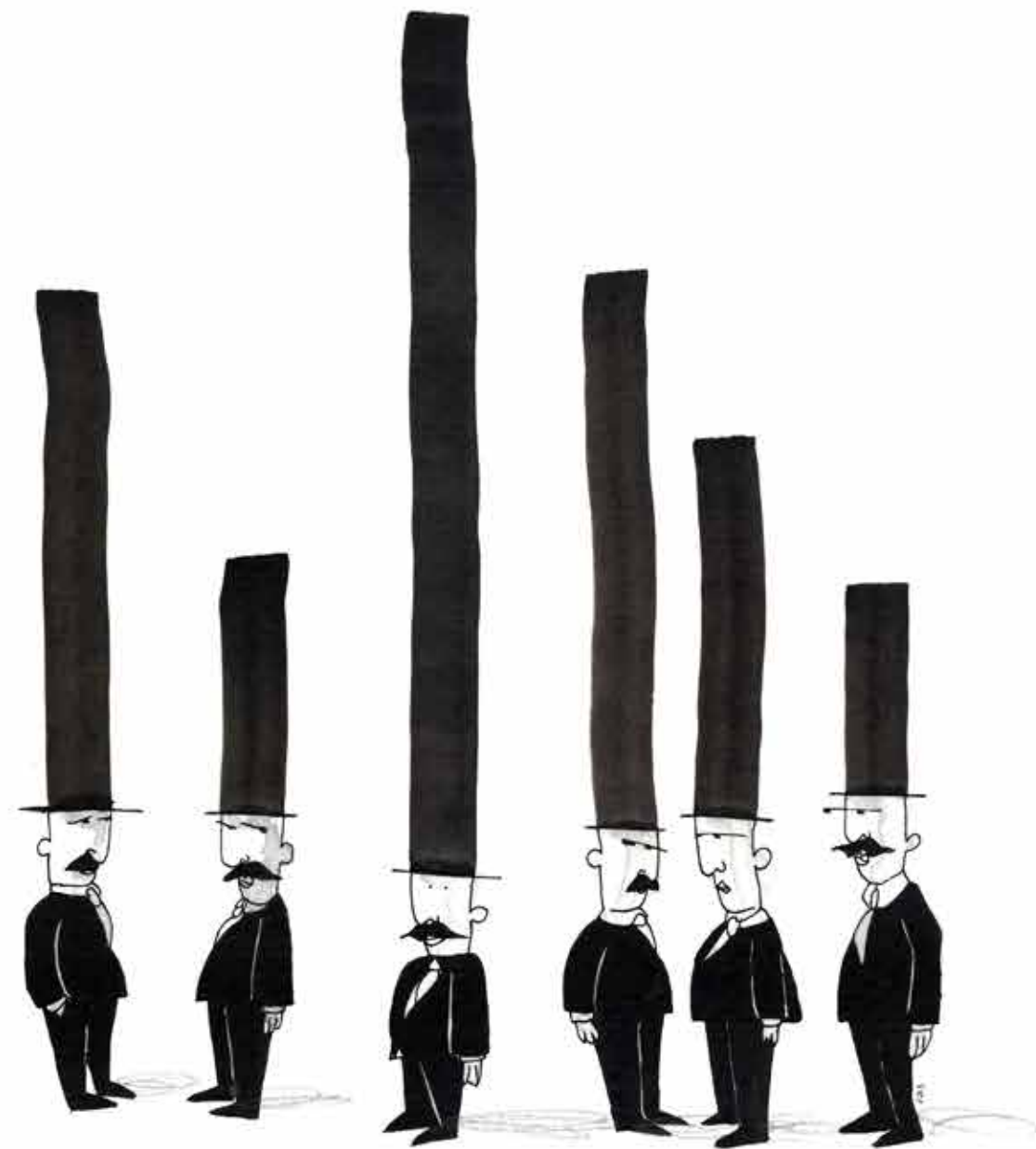
## 57 STREET BILLIONAIRE'S ROW



After the emergence of One57, which was completed in 2014, everything changed for 57th Street. By the first quarter of 2016 there was a 625% increase in its sales average. The sudden emergence of One57 and the set of tall and slender residential skyscrapers which were built later operated as a call to wealthy investors from around the world that were planning to buy a New York apartment. Aside from its exceptional location, the success of 57th Street corridor has mainly to do with floor area ratio (FAR), the formula that equates to maximum developable floor space allowed at a property. FAR can be stretched really tall with a few tricks.. According to a report conducted by students from the Columbia University in 2010, the streets in the surrounding area had different combinations of 8, 10, 12, and 15 FAR, but 57th Street was the only street with all 15 FAR and in stark contrast to 58th and 59th Streets that have mostly only 10 FAR.

◀ Photo from 57 street, March 2015 after the completion of the One57 Tower.

## TRANSFER OF DEVELOPMENT RIGHTS



There is an undeniable obsession that resides in Manhattan. It is undeniable because it is made to be seen. There are many different ways that can make a building stand out, but in order to do so the building has to literary stand out.

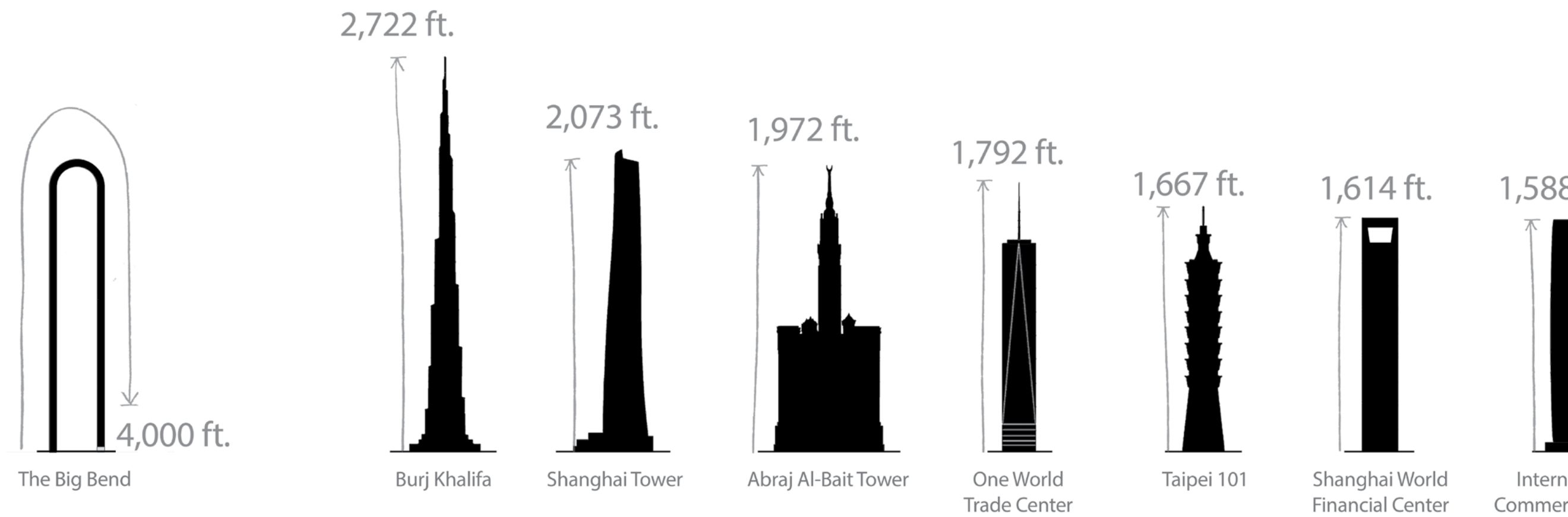
We have become familiar with building height measurements. We usually learn about the latest tallest building and we are always impressed by it's price per square foot. It seems that a property's height operates as a license for it to be expensive.

New York city's zoning laws have created a peculiar set of tricks trough which developers try to maximize their property's height in order to infuse it with the prestige of a high rise structure. But what if we substituted height with length? What if our buildings were long instead of tall?

If we manage to bend our structure instead of bending the zoning rules of New York we would be able to create one of the most prestigious buildings in Manhattan. The longest building in the world.

The Big Bend can become a modest architectural solution to the height limitations of Manhattan. We can now provide our structures with the measurements that will make them stand out without worrying about the limits of the sky.

## THE LONGEST TOWER

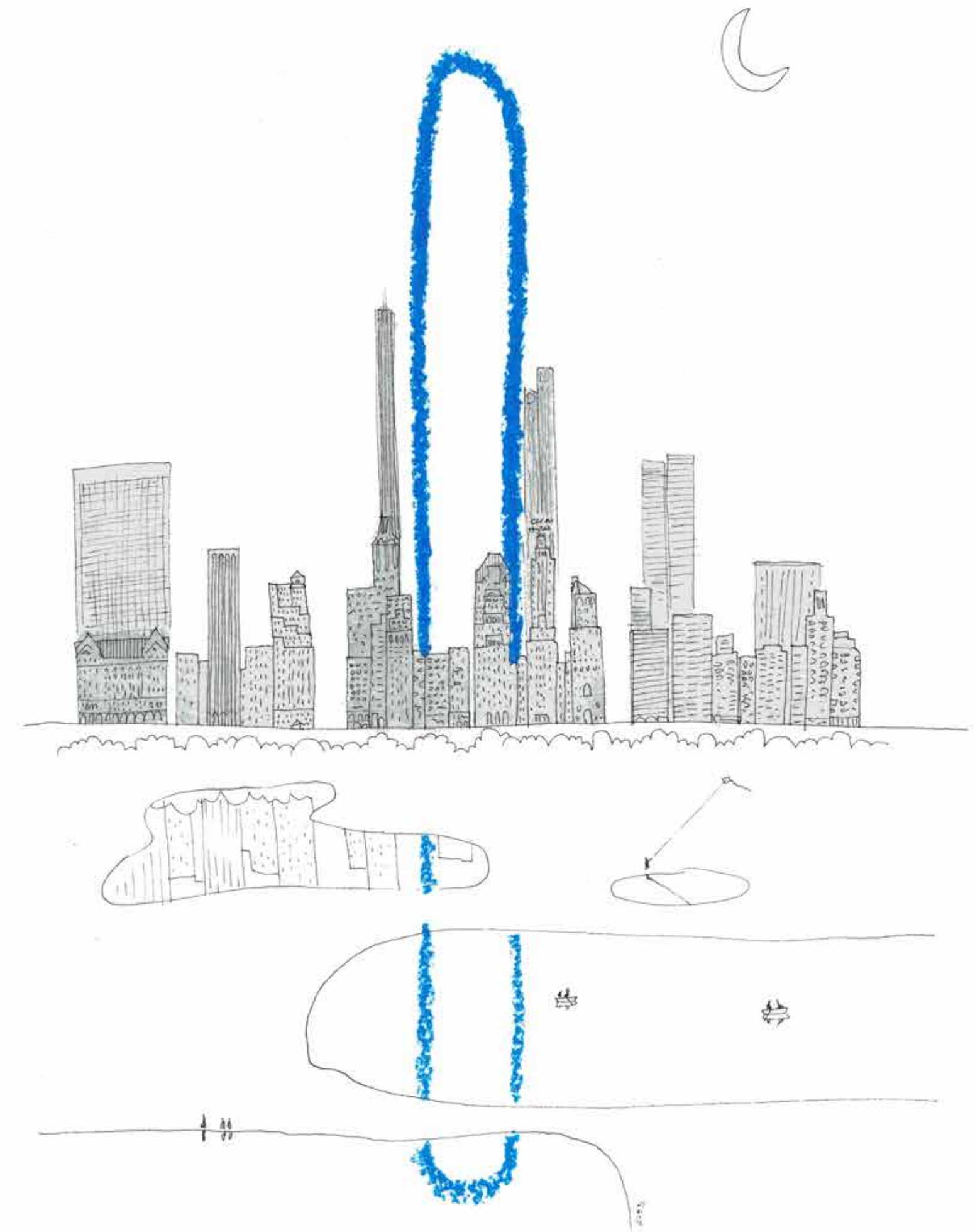


What was once considered to be the greatest challenge in elevator history, is finally becoming reality: the elevator that can travel in curves, horizontally and in continuous loops. The innovative track changing system allows for the horizontal connection of two shafts on the top and bottom to create a continuous loop.

## ELEVATOR



image source: <https://multi.thyssenkrupp-elevator.com/en/>

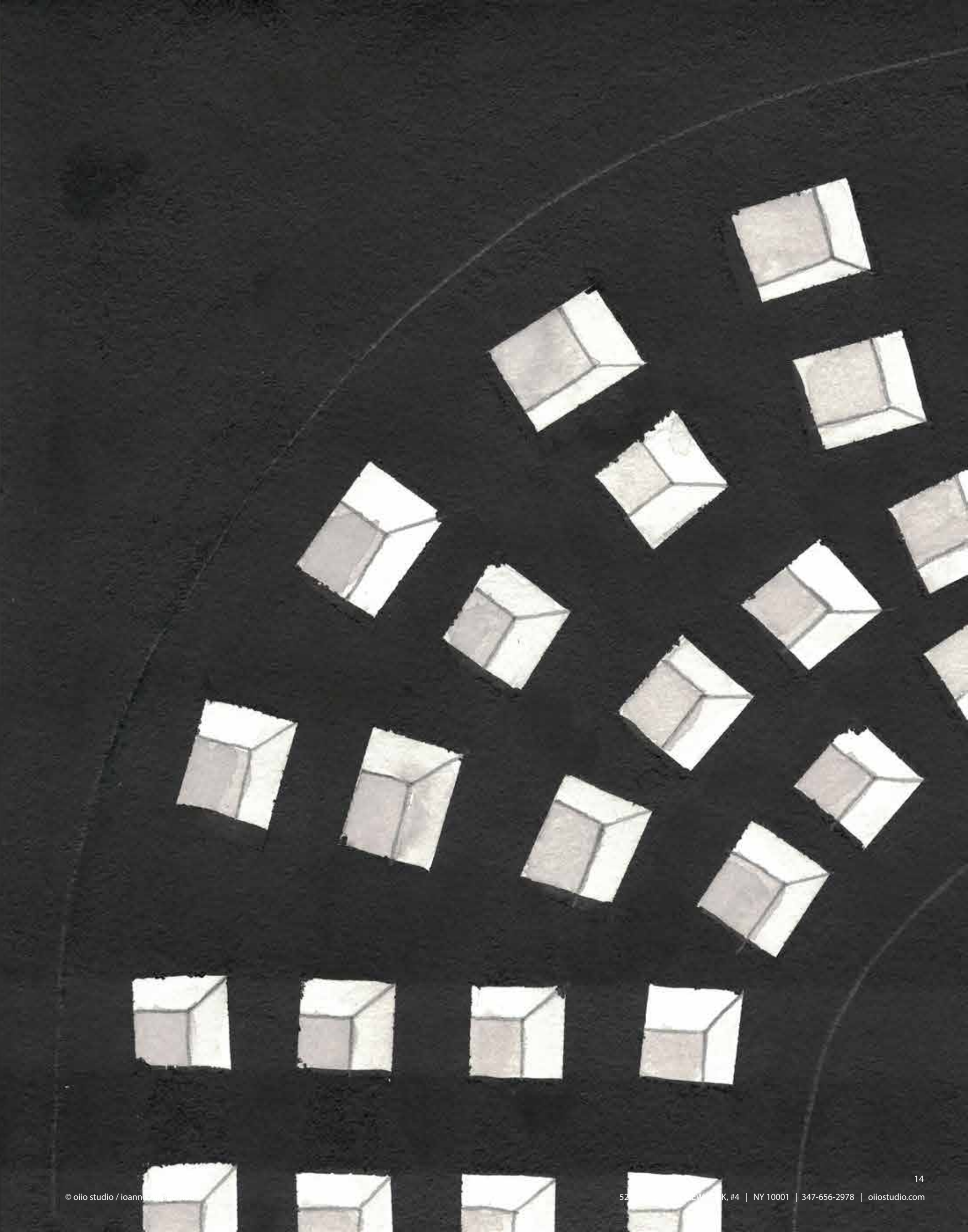
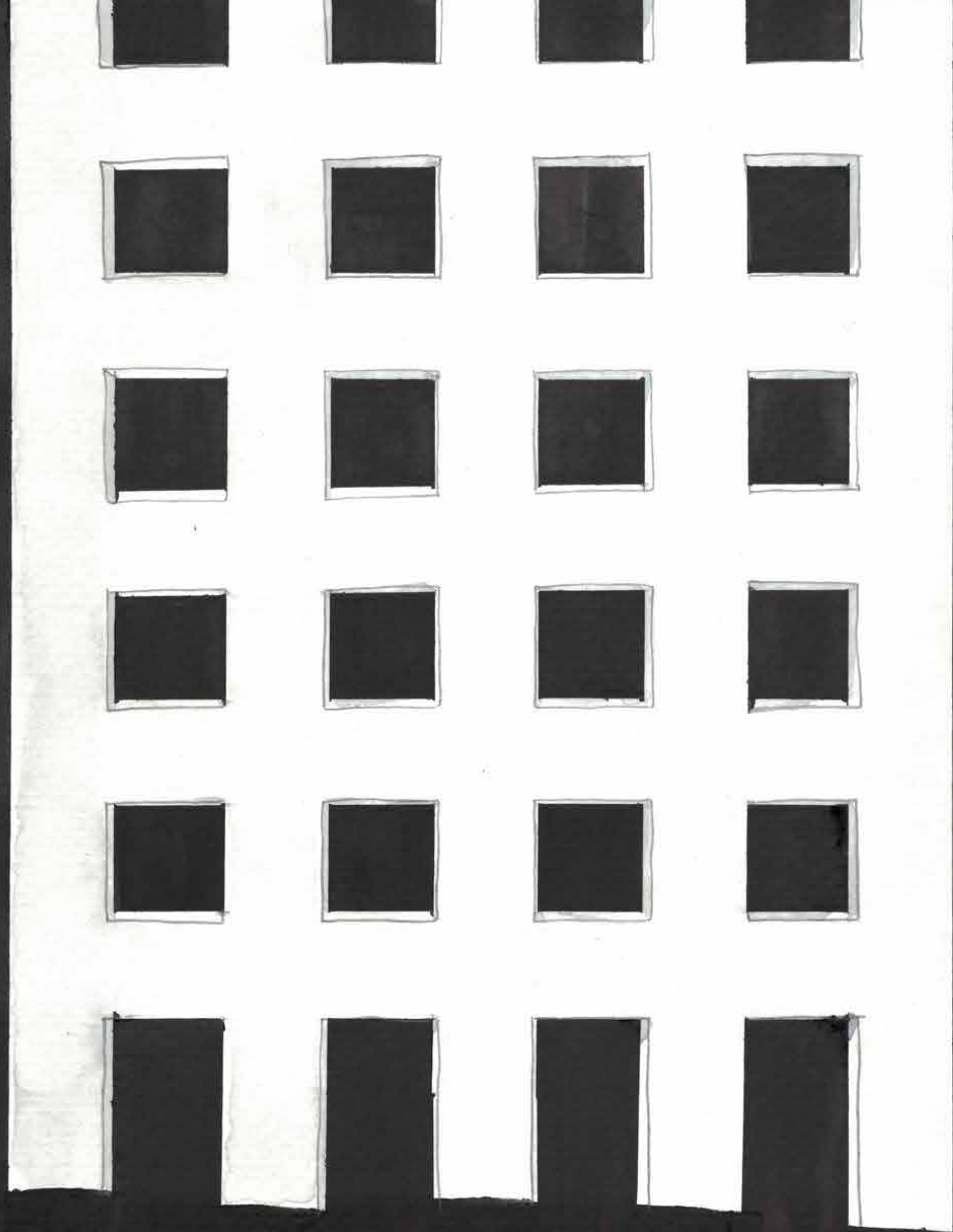


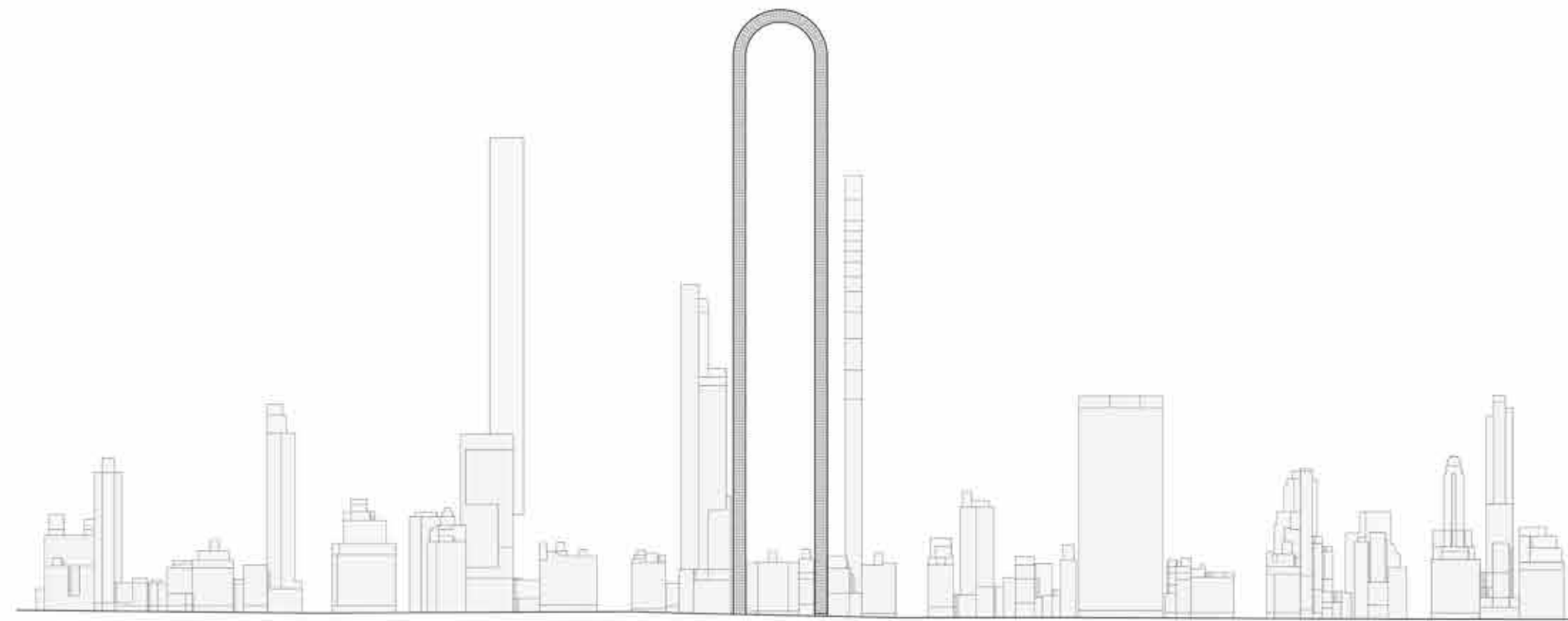
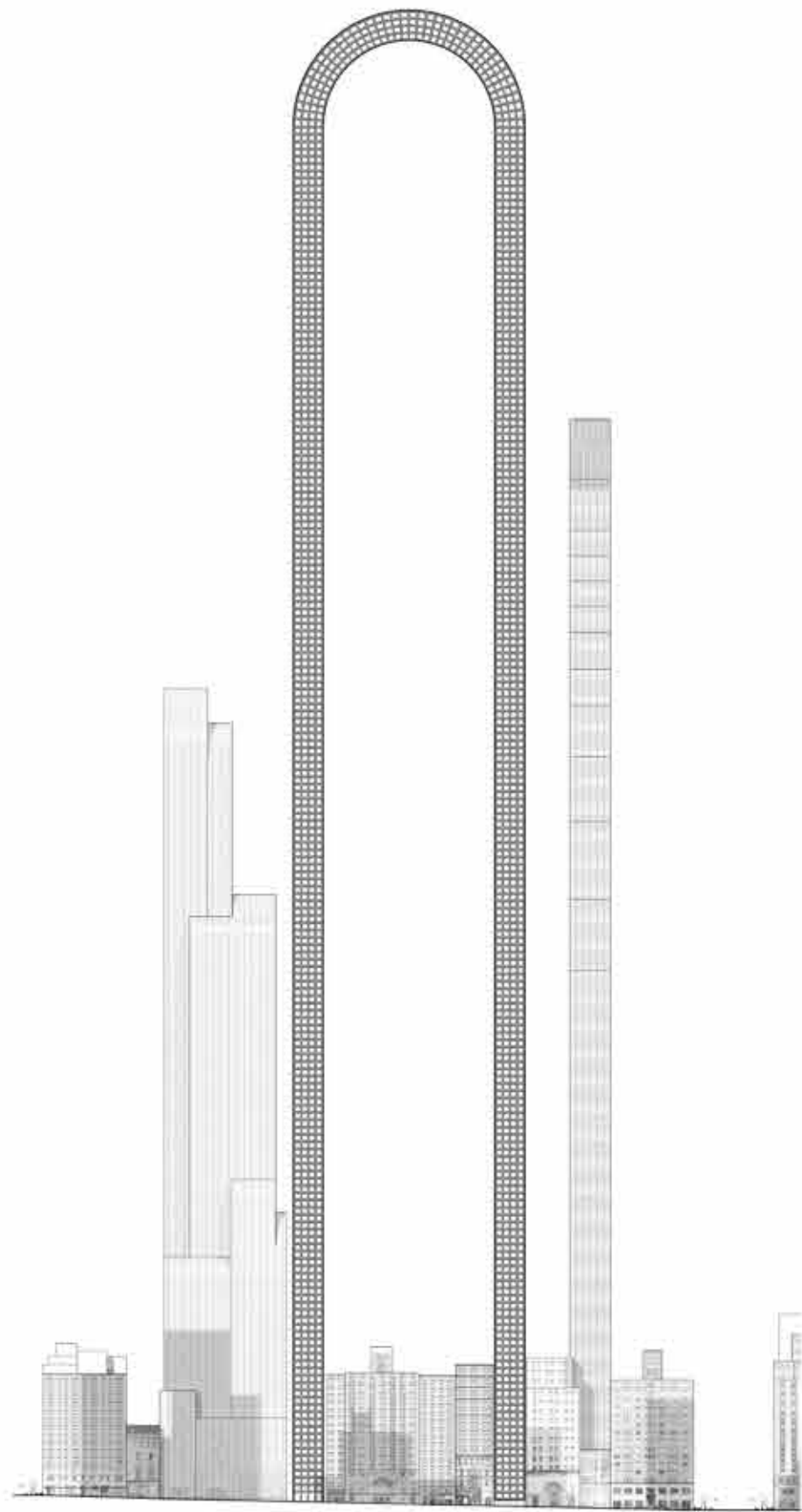


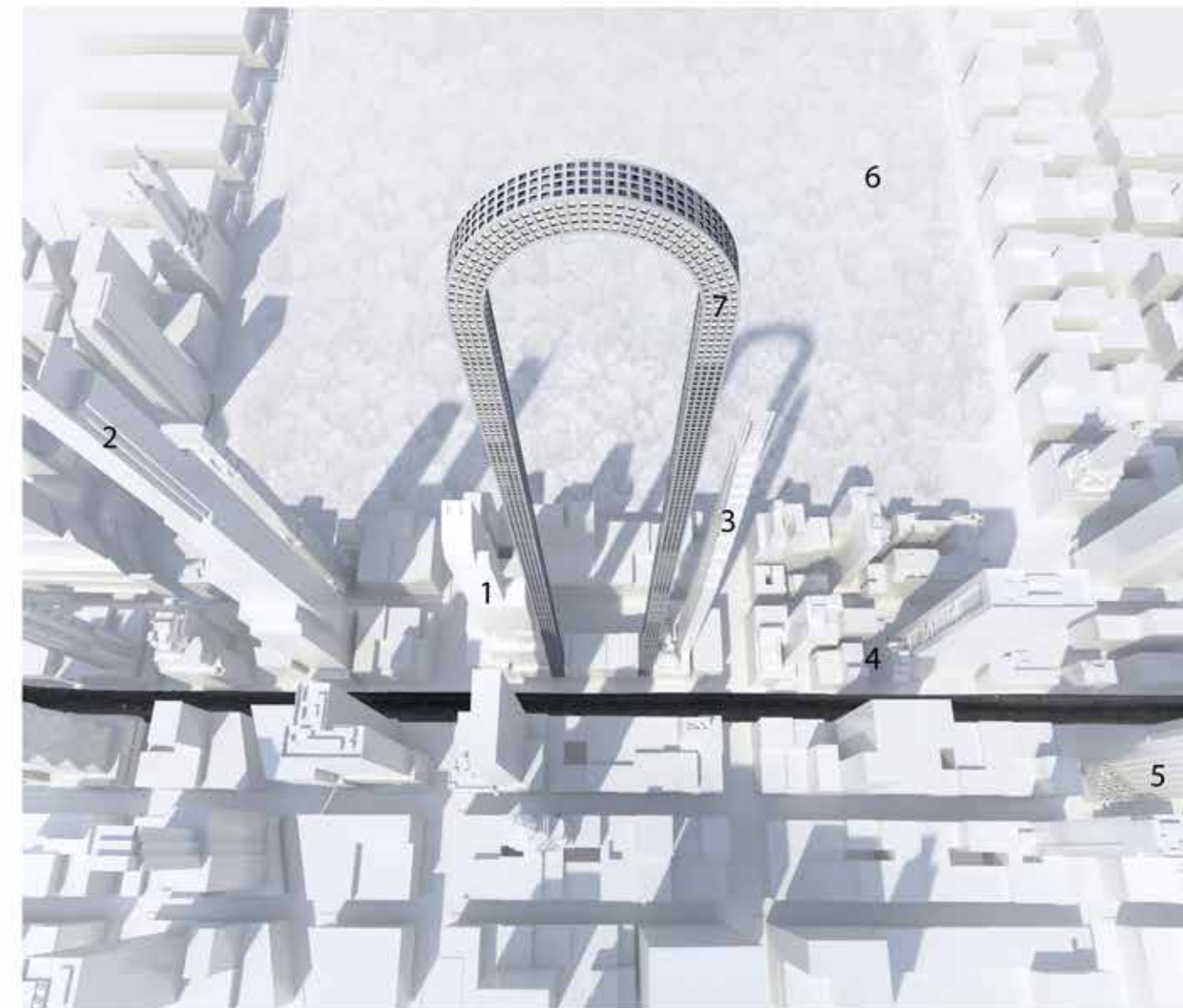
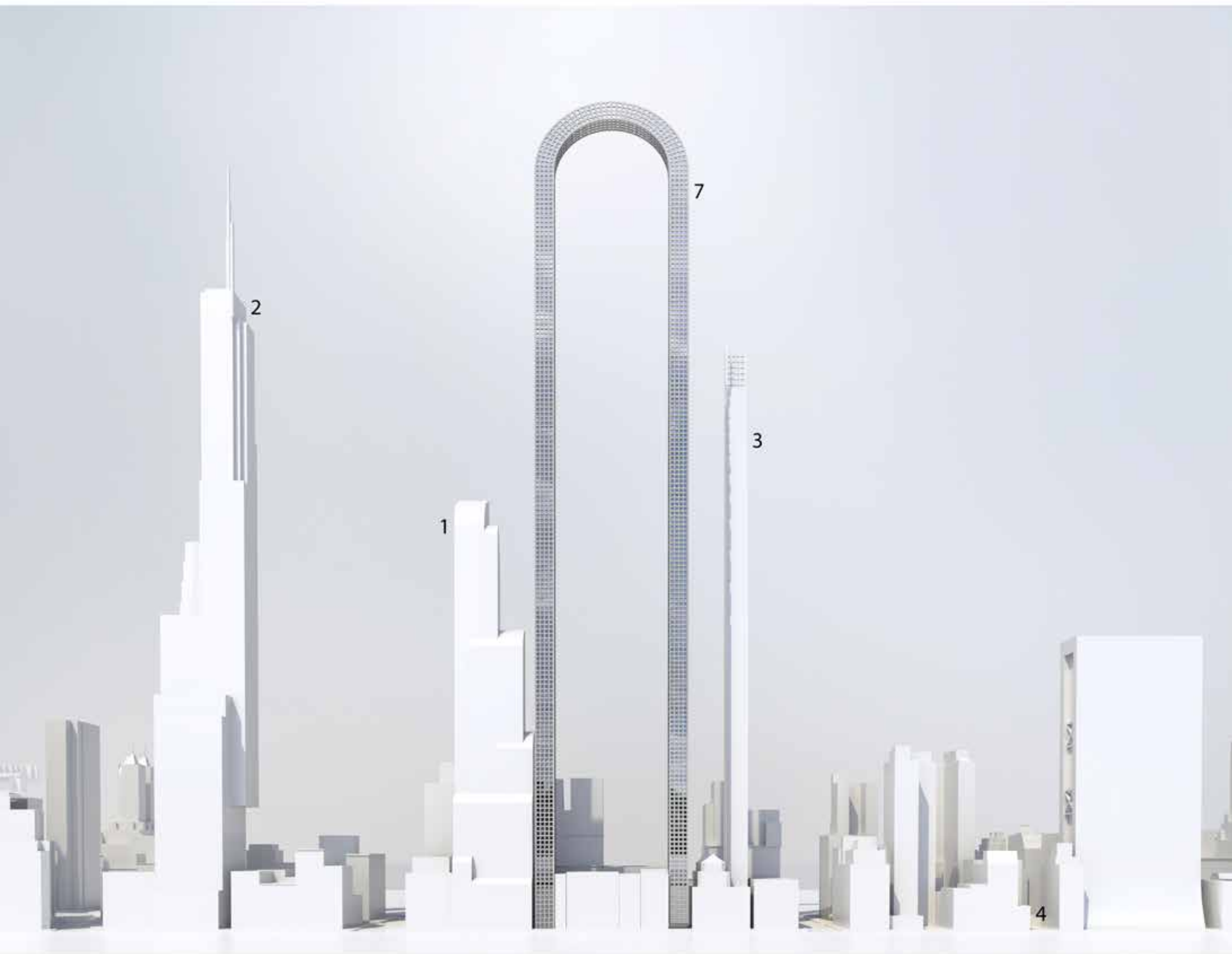
THE BIG BEND







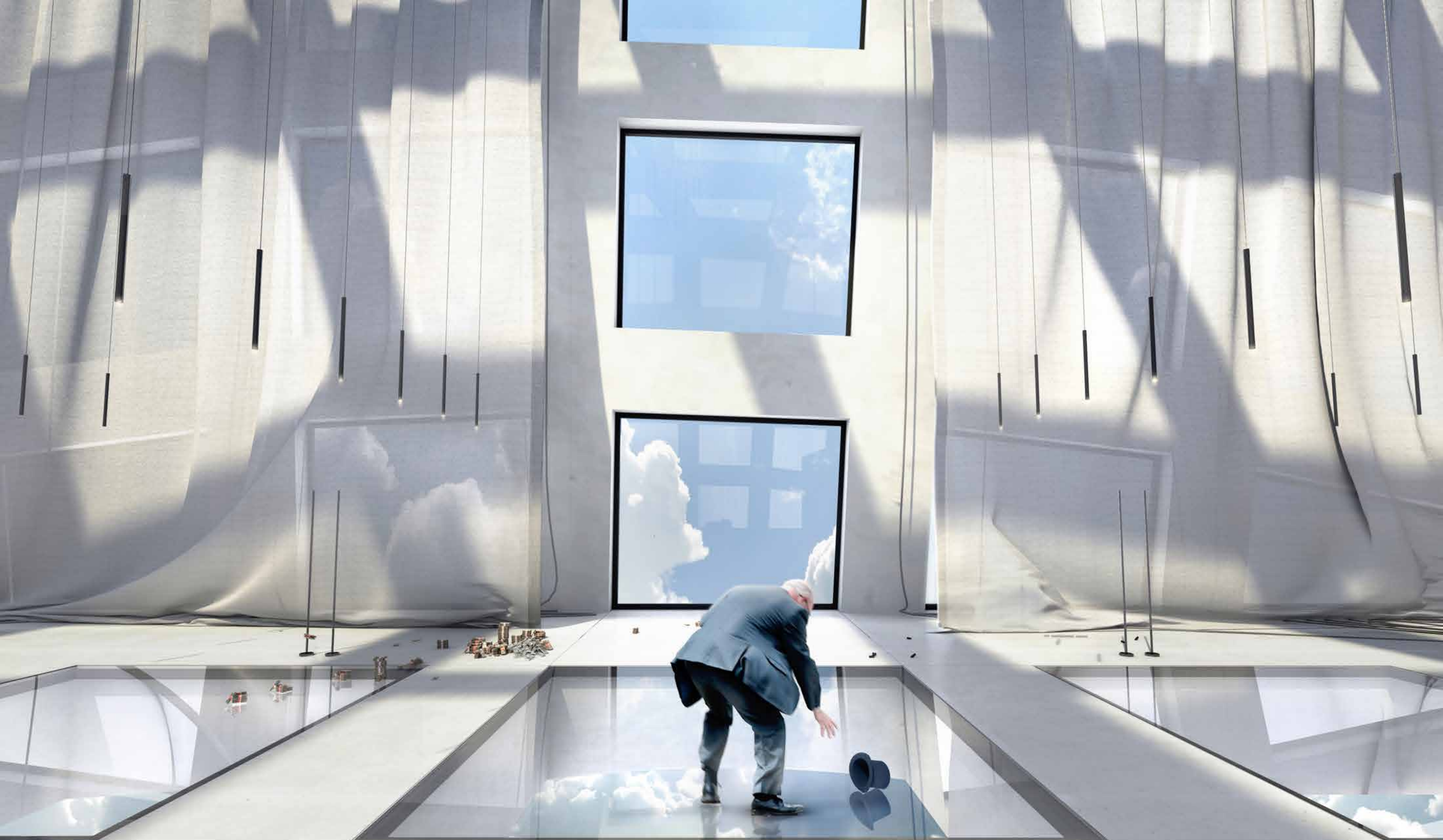




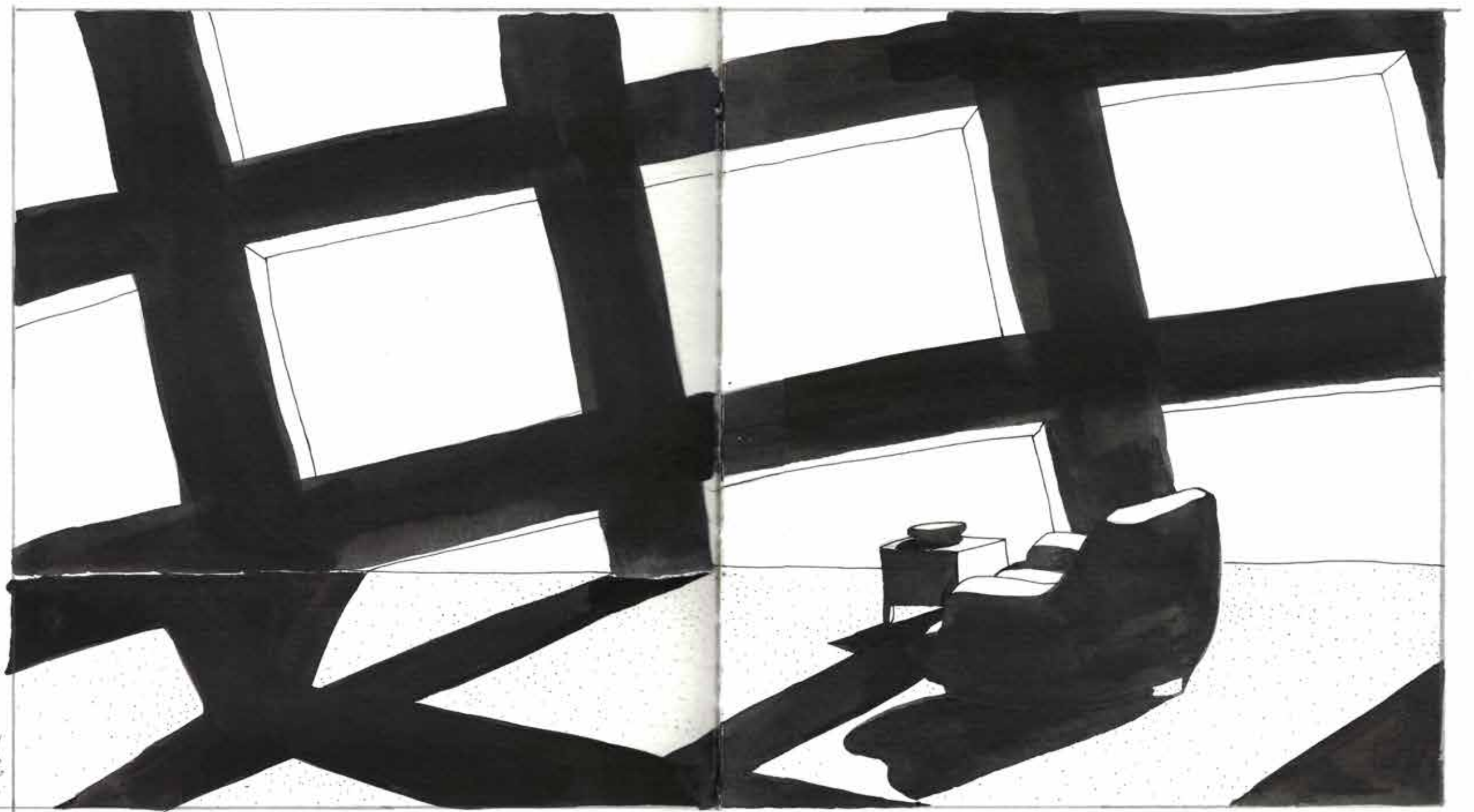
- One57, 1,004 ft. tall, completed in 2014 1
- Central Park Tower, at 1,569 ft. tall when it is completed in 2019 2
- 111 West 57th Street, at 1,438 ft. tall when it is completed in 2018 3
- Empty lot 4
- Trump Tower, 664 ft. long, completed in 1984 5
- Central Park 6
- The Big Bend Tower 7







It's quiet because there is no one there.  
The square feet are not for living.  
They are only for investing.



page	caption
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2	Untitled, 2016. Ink and oil pastel on paper, 7.75 in. x 9.75 in. © ioannis oikonomou
3	Photograph, 2015. Digital print, 34 in. x 45.33 in. © ioannis oikonomou
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9	Image, source: <a href="https://multi.thyssenkrupp-elevator.com/en/">https://multi.thyssenkrupp-elevator.com/en/</a> © thyssenKrupp
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21,22	Street view, 2016. Digital print, 120 in. x 100 in. © ioannis oikonomou
23,24	Interior, 2016. Digital print, 40 in. x 24 in. © ioannis oikonomou
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