

Crown Jewel NYC Pier 17 Shimmers Bright



Amerlux puts Pier 17 in the best light with on-time opening

If the Hudson and East Rivers were a necklace around the island of Manhattan, Pier 17 would be the jeweled-pendant hanging at the bottom. Drawing its name from the area's maritime shipping history, Pier 17 is now an upscale entertainment center, featuring a variety of restaurants, retail spaces and event forums.

Following the devastation of Hurricane Sandy, real estate company The Howard Hughes Corporation rebuilt Pier 17 into the five-story multi-use venue it is today. Part of the revitalization of the facility included building a new green room space to support the open-air concert venue—the Rooftop at Pier 17. When not in use by the Rooftop performers, the Green Room also functions as an event space for meetings and intimate-sized weddings.

"We use Amerlux anywhere and whenever we can."
—**Mark Forman**, senior director of strategic procurement at The Howard Hughes Corporation



Image courtesy of Lisa Rubin

Located two floors below the rooftop venue, the Green Room is a nearly 3,200 square foot open concept space. It's floor-to-ceiling windows offer sweeping views of the iconic Brooklyn Bridge and the lower Manhattan skyline. Designed to be comfortable, the windows and open floor plan give the space a light and airy feeling. To complement the natural light, the Green Room employs a Amerlux's Small SPEQ track lighting system to provide general illumination.

Construction on the Green Room was not without its hiccups. In fact, a design change midstream put the opening in jeopardy.

The project's designers specified track lighting to accompany the floating ceiling and the initial plan called for 170 SPEQ track heads and about 900 feet of global track—all in white. After Amerlux delivered the lighting, the design changed and suddenly, the entire package had to be black.

"Amerlux provided the corrected fixtures and track

in only five days, which is unheard of," says Pete Vrochopoulos, global accounts executive at Gexpro, the electrical distributor on the project.

"The correction was made because of a design change, not due to any error by Amerlux, yet Amerlux still took care of it in record-breaking time," says Mark Forman, senior director of strategic procurement at The Howard Hughes Corporation. "There are very few lighting manufacturers that will give you that kind of service, regardless of what you're willing to pay. Most manufacturers would not have been as understanding. Timing was critical because we had to get the project completed for our first events—Amy Schumer and Kings of Leon were going to be occupying the space."

Forman had experience with Amerlux's customer service on previous Howard Hughes projects and he describes the working relationship as very beneficial.

"Amerlux makes a class A product and we use

"I appreciate the personal touch that I get from Amerlux to where I feel like they care about us as a company and me as a person. They are flexible and easy to work with and they live up to their commitments."

—**Mark Forman**, senior director of strategic procurement at The Howard Hughes Corporation

Amerlux lights anywhere and wherever we can," he says. "Personally, as a strategic director of procurement, I appreciate the personal touch that I get from Amerlux to where I feel like they care about us as a company and me as a person. They are flexible and easy to work with and they live up to their commitments," he says.

It was that customer dedication that secured Amerlux a place in the project to begin with. "The lighting designer originally didn't specify Amerlux for the Green Room, but because of The Howard Hughes Corporation's relationship with Amerlux, we made the designer understand that Amerlux is a national partner of Howard Hughes and if they had a product that fit the space, we wanted to use that product," says Vrochopoulos.

Problems and delays are nearly inevitable on construction projects, but thanks to Amerlux's rapid replacement, the venue was able open just in time for Amy Schumer to start cracking jokes.



Image courtesy of Lisa Rubin



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PROJECT SUMMARY

End User

The Howard Hughes Corporation's Pier 17 facility in New York City

Project Scope

170 SPEQ Small track heads, mounted on 900 feet of global track, provide general illumination for the 3,200 square foot Green Room in the newly rebuilt Pier 17 in New York City.

Lighting Distributor

Pete Vrochopoulos, Gexpro (Orlando, FL)

Upgrade Benefits

- Top-tier track lighting provides beautiful general illumination to a scenic waterfront New York City venue
- When the project requirements changed after the lighting was delivered, Amerlux replaced the white track and fixtures with black ones on only five days. The rapid replacement allowed the venue to open on time for the first concert at Pier 17.
- Long-lasting LEDs in Amerlux's SPEQ track system will deliver years of value in the form of energy efficiency and maintenance savings.

Have an upcoming project? Let's bring your vision to life.
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