



DOC and Cindy Glanzrock, *Delicious Mess...*



... and *Meltdown* at 1001 Sixth Avenue



Cindy Glanzrock and artist Sen2

## BACP MATCHES ART & REAL ESTATE

Cindy Farkas Glanzrock, president of Glanzrock Realty Services, who recently founded and introduced the Building Art Curatorial Program (BACP), an initiative that connects unknown artists with commercial spaces as a platform for their work. The artwork is leased and also made available for purchase.

Cindy, who calls herself a “matchmaker” for artwork and real estate, recently commenced the program with 915 Broadway, 1001 Sixth Avenue, and 29 West 38th Street, all owned by ABS Partners Real Estate. These lobby spaces are showcasing artwork from graffiti artists who have all leased pieces from GRS to be displayed. It will be exhibited for a limited period, similar to a gallery or museum rotation.

What’s unusual is that both GRS and the artist are compensated up front, rather than the artist or GRS paying the building for display space. Although commercial spaces have been displaying art for many years, Cindy spots a new trend in that buildings have turned to street and graffiti art and getting an edge against the competition in attracting new and different types of tenants.



Exterior of 915 Broadway



Artwork by Sen2, featured in 915 Broadway, is the first to be exhibited through BACP

PHOTOS BY  
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Howard Shapiro, Sen2, Alex Kaskel, Cindy Glanzrock, Jay Caseley, Earle Altman