

March 5, 2014

Glanzrock Realty Services Introduces Building Art Curatorial Program

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REAL ESTATE BROKERAGE TO CONNECT ARTISTS WITH COMMERCIAL SPACES TO LEASE ARTWORK

Cindy Farkas Glanzrock, President and Owner of Glanzrock Realty Services, has announced the launch of the **Building Art Curatorial Program (BACP)**, a comprehensive program designed to connect artists and spaces, tailored to specific buildings within a select real estate portfolio. BACP discovers, exposes, and leases art to commercial clients for their lobby spaces with the option to purchase the artwork.

915 Broadway (at the corner of 20th Street), owned by ABS Real Estate Partners, will be the first building to partner with BACP to unveil its newly renovated lobby. On March 11th, it will debut its lobby redesign and showcase street-chic artwork from Sen2, a Bronx-based artist who has leased two pieces from his cartoon series to be displayed in the building's lobby. The building will exhibit the artwork for a limited period, similar to a gallery or museum rotation.

Subsequently, Glanzrock will debut installations at 1001 Sixth Avenue (at the corner of 37th Street), which will feature pop sculptures from artist DOC (Design Obtain Cherish), and 29 West 38th Street, which will showcase the work of graffiti artist LARoc/LAII, protégé to Keith Haring.

Glanzrock's goal is to unify commercial building owners, corporate collectors, tenants, and the public with emerging artists. "Commercial buildings with a great deal of foot traffic provide artists with an opportunity for enhanced exposure they wouldn't ordinarily attain," says **Cindy Farkas Glanzrock**, who serves as Creative Director. "BACP selects relevant artwork for commercial lobbies that is reflective of the respective building's history, location and provenance, dramatically enriching the experience of both the tenant and visitor, as well as increasing the building's value. We anticipate that BACP will encourage more commercial buildings to become involved."

Cindy Farkas Glanzrock is the editor of Real Art Muse (<http://www.realartmuse.com>), a blog which documents her artistic inspirations. BACP collaborated with Spector DeSouza Architects, Lawrence Fine Art Studios, which represents Sen2 and LARoc, as well as Unix Gallery, which represents DOC, in executing the vision for the lobbies at 915 Broadway, 1001 Sixth Avenue, and 29 West 38th Street.

For more information on the Building Art Curatorial Program, visit

<http://www.glanzrockrs.com>

For more information on Lawrence Fine Art Studios, visit <http://www.lawrence-fine-arts.com/>

For more information on Spector DeSouza Architects, visit

<http://www.specterdesouza.com>

For more information on Unix Gallery, visit <http://www.unixgallery.com>

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