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City Beat

## Glanzrock Realty Services Introduces Building Art Curatorial Program



Cindy Farkas Glanzrock, President and Owner of Glanzrock Realty Services, has announced the launch of the Building Art Curatorial Program (BACP) 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 20<sup>th</sup> Street), owned by ABS Real Estate Partners, was the first building to partner with BACP to unveil its newly renovated lobby. It debuted its lobby redesign and showcases 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.

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."