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Look Mag Building Likely To Be Landmarked as LPC Continues Modernist Spree

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Mayor Bloomberg apparently likes Modernist buildings.

The Modernist, multitiered 488 Madison Avenue, once the home of *Look Magazine*, is on the road toward landmark status as the Bloomberg-controlled Landmarks Preservation Commission is expected Tuesday to begin the designation process for the

1949 building. The move is the latest in a series of designations of Modernist buildings around the city, including the white brick [Manhattan House](#); the International-style, S.O.M.-designed One Chase Manhattan Plaza in Lower Manhattan; and the I.M. Pei-designed Silver Towers in Greenwich Village.

The Emery Roth & Sons-designed 488 Madison, [developed by the Uris family](#), was known for years as the Look Building on account of its tenant, the now-defunct competitor to *Life Magazine* that folded in 1971.

Esquire was also a tenant in the building, which is located between 51st and 52nd streets and is just two blocks north of the longtime *New York* magazine building.

On Tuesday, the LPC is expected to “calendar” the building, an act that typically leads to designation.

Also [at the meeting Tuesday](#), the commission is expected to hear testimony on [the former IRT powerhouse](#) at 59th Street and 12th Avenue, a Con Edison-owned property designed by McKim Mead & White. Preservationists and local elected officials are urging designation, though Con Ed is opposing.

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488 Madison.
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