

BUILDING
THE
TIMES
PHOTOGRAPHS
BY
ANNIE
LEIBOVITZ



**FOR IMMEDIATE
RELEASE**

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New Photos by ANNIE LEIBOVITZ Surround Construction Site for The New York Times Building

*1,290-foot-long Public Art Exhibit Opened
on Eighth Avenue between 40th and 41st Streets*

**Famed photographer is documenting construction of
52-story, Renzo Piano-designed steel and glass tower**

New York, NY, Wednesday, December 12, 2005 – Since July, renowned photographer **Annie Leibovitz** has been reporting for work in a hardhat, documenting the construction of the new, 52-story tower, designed by Pritzker Prize-winning architect Renzo Piano, that will be home to **The New York Times Company**. The time Ms. Leibovitz has spent at the site thus far has produced hundreds of arresting images, 83 of which are on display at a street-side exhibit that opened Wednesday, December 7th at the construction site on Eighth Avenue between 40th and 41st Streets. The public art project, called “**Building the Times: Photographs by Annie Leibovitz**,” is sponsored by **Forest City Ratner Companies**, which is developing the 1.6 million-square-foot New York Times Building.

“The most fascinating aspect of this project, so far, has been learning that buildings are still put together essentially by hand,” **Annie Leibovitz** said. “Watching the construction workers glide across steel beams and hoisting heavy girders into place has been amazing.”

The walls of the pedestrian walkway surrounding the construction site have been covered with 80

different black-and-white photos of varying sizes, arranged in a series of posters that stretch 164 feet across the entire block on the east side of Eighth Avenue between West 40th and 41st Streets, over 300 feet down West 40th Street and nearly 450 feet down 41st Street. Enormous, billboard-sized posters of 14 black-and-white photos hang on the parapet of the construction site – running 200 feet across Eighth Avenue, 36 down the 40th Street side and 121 feet on 41st Street. The photos have also been posted on the building’s Web site, <http://newyorktimesbuilding.com/leibovitz>. A CD-ROM with selected high-resolution images from the project is available to the media.

“Annie Leibovitz’s photographs capture the art – in the architecture itself and also in the challenging and dedicated work of the people constructing the building,” said **Bruce Ratner, President and CEO of Forest City Ratner Companies**. “I’ve been at many construction sites in my life but I have never before seen photographs that capture the excitement, dignity and beauty of the construction process as strongly as these images. We’re excited about bringing these photographs to the public and we look forward to seeing Annie’s work over the next year, as the building continues to take shape.”

“The ‘Building the Times’ project brings together a great photographer and a great building,” says the **project’s design director, Michael Bierut of Pentagram Design**. “Annie Leibovitz’s images would be remarkable enough in a gallery or in a book. But displaying these pictures right at the construction site – at enormous scale, with their subject rising above them – gives New Yorkers a chance to see a dramatic process transformed through the eyes of a master.”

One of the world’s finest living photographers, Annie Leibovitz has created bird’s-eye views of the tower’s steel framing and heroic portraits of the construction workers, for whom climbing a steel beam is just another day at the office. As of today, the workers have constructed the building’s steel frame through the 25th floor – and Ms. Leibovitz has documented their progress regularly.

The camera catches:

- workers perched hundreds of feet in the air to guide a massive girder into place;
- a father working alongside his son, a member of the same construction team;
- a goggled and hard-hatted man standing in a halo of dust, slicing hardened concrete at the building’s base;
- a sure-footed worker striding purposefully along a beam only inches wide, as the camera looks up from below;
- a muscular, tattooed man focusing all of his considerable strength on the proper installation of a

nut and bolt;

- Renzo Piano, Pritzker Prize-winning architect pondering the construction of the building he has designed.

Another photograph captures a group of workers seen from a distance – across a temporary platform of corrugated metal. They're pausing for a moment to admire the majestic vista of New York City spread out before them. Beginning in early 2007, when The New York Times Company and the building's other tenants take occupancy, these views will be reserved for those who work in and visit the offices there. Ms. Leibovitz's lens caught the workers contemplating a view that at that moment was theirs alone. This exhibit enables it to be shared with an estimated quarter of a million people who walk through the area every day.

While this photography project was inspired by iconic pairings of photography and architecture from the early 20th century – specifically the work of **Lewis Hine** and **Margaret Bourke-White**, who immortalized the construction of the **Empire State Building** and **Chrysler Building**, respectively, in the 1930s – Ms. Leibovitz's subject is unmistakably a product of the 21st century. Renzo Piano's design for The New York Times Building, created in partnership with FXFowle Architects, is wrapped in an energy-efficient sheath of ceramic rods which harnesses light to bounce it deep inside the building, reducing the need for electric lighting and bathing the tower in a shifting palette of colors. These ceramic rods, suspended just outside the glass skin, will cover the walls from the ground up and extend high above the top floor, reaching for the heavens. Over the course of construction, Ms. Leibovitz's lens will capture all of the nuances of this remarkable structure – artistic impressions of the kinds of details that are normally seen only by architects, developers and construction workers.

The New York Times Company will own and occupy slightly more than half of the new building. Forest City Ratner Companies, developer of The New York Times Building, and its financial partner ING Real Estate, will own 700,000 square feet of premiere office space on floors 28 through 50 and the build-to-suit space on the 52nd floor, the building's roof – as well as 20,000 square feet of ground-floor retail space.

The public art gallery is posted on the Web at <http://nytimesbuilding.com/leibovitz>. A CD-ROM with selected high-resolution images from the project is available to the media.