

FOR IMMEDIATE RELEASE

**Media Contact:**

Danielle Terzian/Carolyn Izzo-Feldman  
Carolyn Izzo Integrated Communications  
845.358-3920 x14  
dterzian@ciicnew.com

**Tobin+Parnes Selected to Restore a Landmark Piece of Broadway History**  
*New York City Architecture and Interior Design Firm to Renovate I. Miller Building*

New York, NY - Tobin+Parnes Design Enterprises announced today that it has been commissioned by Riese Organizations to restore the historically significant I. Miller building at 1552 Broadway in New York City.

“Historical restoration and preservation is a passionate commitment at Tobin+Parnes and we consider it an honor to have been awarded this project,” said Robert Parnes, Principal, Tobin+Parnes. “It’s very exciting to apply modern advancements in design and architecture to keep the past alive especially when it involves a landmark building in New York City.”

Currently a T.G.I. Fridays restaurant, the building was once home to the famed celebrity store, I. Miller Shoes. Originally built by Israel Miller, a highly regarded shoe designer, the retail building’s landmark design was completed in 1926 by Architect Louis H. Griedland. Miller’s novel design utilized high-end materials and structural elements that paid homage to the building’s prominent location, including limestone, polished marble and bronze, terra cotta and mosaic, and motifs that showcase various classically inspired historic styles.

Two distinct elements of Miller’s original design are displayed along the 46<sup>th</sup> Street side of the building and acknowledged Miller’s gratitude to the theatrical community, such as a large inscription reading “*The Show Folks Shoe Shop Dedicated to Beauty in Footwear.*” Also artfully presented on this area are four beautifully carved golden niches that house marble statues of 1920’s leading actresses who were chosen by the public to be forever displayed on this important building.

A key goal of the Tobin+Parnes design team is to restore the I. Miller building to its former splendor. The work, slated to begin in spring 2009, may call for removing plastic signage that is currently covering its façade, restoring broken marble trim and refurbishing the exterior limestone and the existing statue niches along 46<sup>th</sup> street, stained by years of dirt and pollution. TPDE will also focus on restoring the building’s existing storefront to recapture the essence of I. Miller’s original design; this may involve inserting large glass storefront windows with curved moldings that recall an earlier era and are in sync with the building’s overall historic design.

*/more...*

Tobin+Parnes designers are committed to preserving the integrity of the building and forestalling additional deterioration by proposing to apply PURETi - Tioxoclean, an environmentally friendly cleaning material proven to prevent dirt build-up over a long period of time, that is typical for buildings in heavily populated urban cities.

Tobin+Parnes Design Enterprises is a full-service design and architecture firm dedicated to providing outstanding design solutions for a broad range of clients on a highly individualized basis. Tobin+Parnes works with top researchers, contractors and consultants from all over the country to stay on the cutting edge of construction, building and material developments.

For more information about Tobin+Parnes Design Enterprises, please visit the Tobin+Parnes pressroom at [www.tobinparnes.com/pressroom.html](http://www.tobinparnes.com/pressroom.html).

###