

**FROM: BRISK WATERPROOFING/WESTERN FAÇADES**  
262 W 38th Street  
New York, NY 10018

**Contact: Great Ink Communications – tel. 212-741-2977**  
Roxanne Donovan/Eric Gerard/Tom Nolan

---

**BRISK WATERPROOFING/WESTERN FAÇADES AWARDED *FRIENDS OF THE UPPER EAST SIDE HISTORIC DISTRICT'S* 2013 TRANSFORMATION AWARD**

**New York, NY (April, 2013)** – Brisk Waterproofing/Western Facades has received the 2013 Transformation Award by Friends of the Upper East Side Historic Districts as part of the design team for the recladding of the Rudin family's 215 East 68<sup>th</sup> Street.

Formed a year ago in response to a growing number of large-scale façade repair and replacement assignments, Western Façades draws on key personnel with extensive experience from Brisk Waterproofing, a Western company serving the New York City real estate community for nearly a century. The Western Façades team is led by Senior Operations Manager Michael C. Radigan, and works exclusively on large-scale, complex façade restoration and re-cladding projects requiring the company's unique expertise and experience.

Over the past several years, the Brisk Waterproofing/Western Façades team has been retained for several large-scale projects, including The GM Building, The Corbin Building, 90 Church Street, 55 Water Street and 215 East 68<sup>th</sup> Street in New York. Western Façades is the first restoration company dedicated exclusively to these complex assignments. Responding to the growing need for such services in the market, Western Façades provides the size and manpower of the largest general contractors with the expertise of nearly a century of waterproofing and restoration experience.

Originally designed by the architectural firm of Emory Roth & Sons and built by Samuel, Jack, and Lewis Rudin and completed in 1962, 215 East 68<sup>th</sup> Street is one of the premier residential rental apartment buildings in New York City. Under the leadership of Forst Consulting & Architecture, FXFOWLE Architects and the Rudin Management design and construction team, Brisk Waterproofing/Western Facades removed the old, deteriorating white brick façade of the building and the entire building has been reclad with terra cotta panels - a natural, and remarkably long-lasting, clay composition. The sparkling white glaze of the new terra cotta was selected to recall the original brick color while adding accents of gray and black banding that enrich the composition. The horizontal emphasis of the bands and the larger scale of the terra cotta panels has added dynamism to the ensemble of the building's masses and transformed the neighborhood. Beyond the aesthetics, the new high-performance façade has significantly lowered the energy use of the building and enhanced the level of comfort for its tenants.

"Large and complex projects like these require a unique skills set and the coordination of hundreds of workers on a daily basis," said Mr. Radigan. "Through the entire process, the goal was to make the project as painless as possible for building occupants, and for it to be extremely successful for ownership. We believe we accomplished both goals and are grateful for this acknowledgement from the Friends of the Upper East Side Historic District."

The Rudin family has owned New York City real estate for more than 100 years. Family-run since its founding, the family's real estate holdings rank as one of the largest and most respected privately owned portfolios in New York City. Among its holdings are 17 office buildings containing approximately 10 million square feet of space and 20 apartment buildings that the company owns and manages. The Rudin family is committed to developing sustainable real estate that is respectful of its environment and surrounding community.

"On behalf of the entire Rudin family, and our development team, I would like to thank Friends of the Upper East Side Historic Districts for this award," said Eric Rudin, president of Rudin Management. "The e terra cotta surface gives the building a new dignity and distinction of which we are very proud."

Added Bruce Fowle, FAIA, LEED AP, founding principal of FXFOWLE Architects, "This project provided FXFOWLE with a wonderful opportunity to explore and implement new technologies, sustainability, rehabilitation, and a fresh new esthetic to the white-brick apartment house genre that swept New York City in the 1950s and 1960s. Let's hope this is the beginning of a major transformation of the urban context."

Ralph D. Forst, president of Forst Consulting and Architecture, said "The restoration of 215 East 68th Street was a unique melding of an old building with a new technology. It was a challenging project of huge magnitude. The Rudin family's perseverance throughout this process allowed the design team to follow a methodical path to a solution which further enhances an old landmark to a new level."

### **About Western Façades**

Western Façades is part of Western Construction Group, offering a nationwide network of expertise that building owners, engineers, architects and property managers count on to develop cost-effective, corrective measures that can add years of useful life to buildings and structures. Serving the entire nation from over 30 offices, they offer the best, time-tested techniques combined with innovative new technology.

### **About Brisk Waterproofing**

Founded in 1926, Brisk Waterproofing offers a wide variety of commercial specialty services including historical building preservation and restoration, masonry and roof restoration, parking and plaza deck restoration, building cleaning, concrete restoration, epoxy and chemical grout injection, expansion joint systems, exterior wall coatings, sealants and waterproofing