On 101 Park Avenue

"...an exercise in the kind
of creative quality
that until very recently
has been absent from the New
York scene
...the volumes used
to produce the 'economically
efficient'
structure
the builder wanted,
at the same time
that the architect
has raised that
requirement
to notable levels
of art and urbanism.
Mr. Attia...has
produced architecture
at its most elegant,
controlled, abstract
and precise."

Ada Louise Huxtable
The New York Times

eli attia architect

It is all about reason, not whim

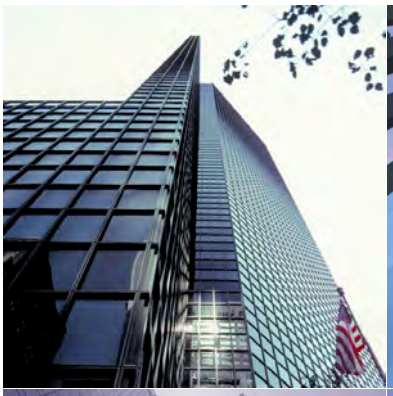
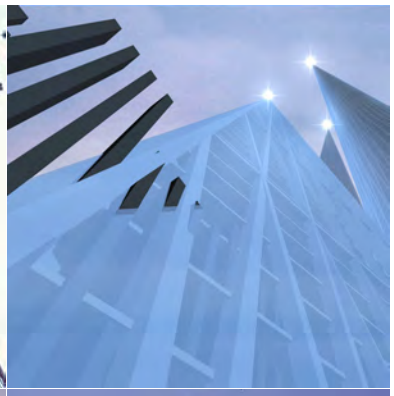
On Geometry

"one of the
reasons that
geometry
is such
a powerful language
is the accuracy
with which
abstract concepts
can be described."

Frank Carson

"tapping into the
geometry
of the universe
can only
add a layer
...that gives depth
and life
to architecture."

Beverly Russell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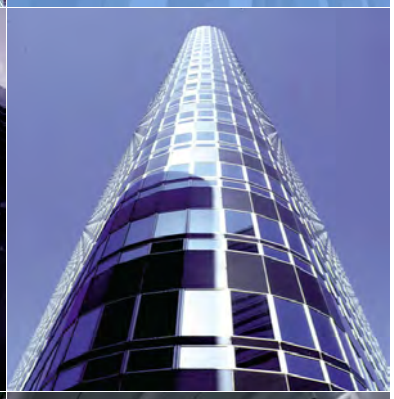
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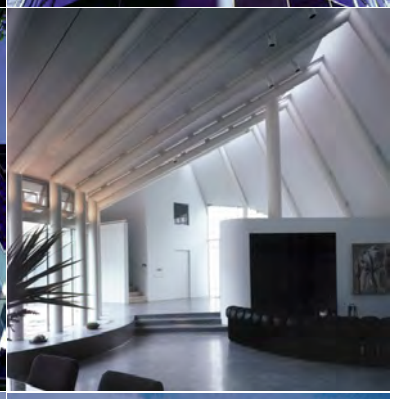
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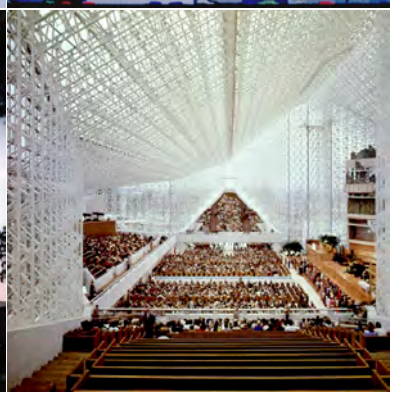
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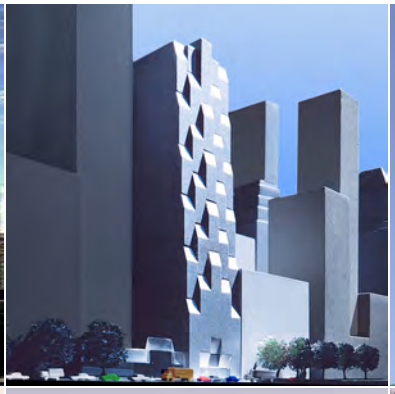
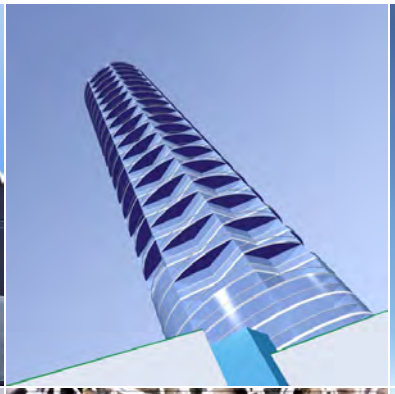




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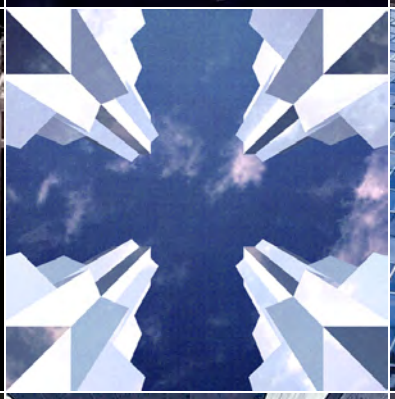
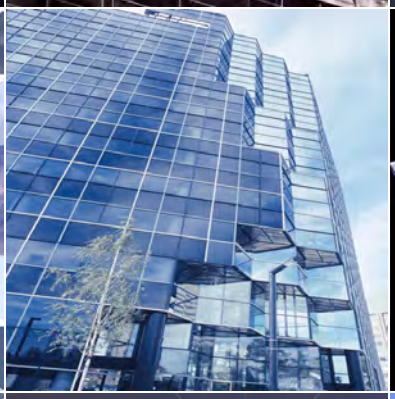
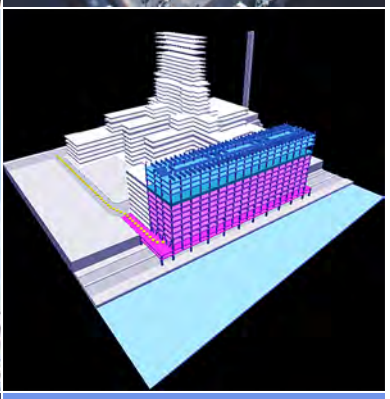
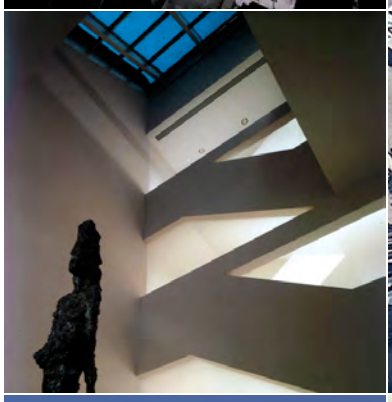
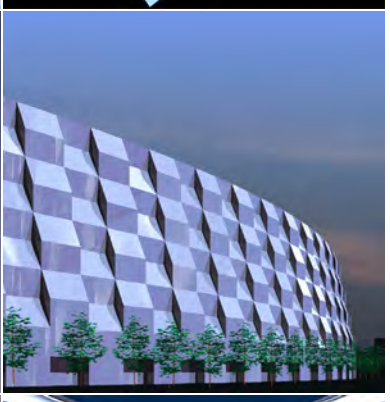
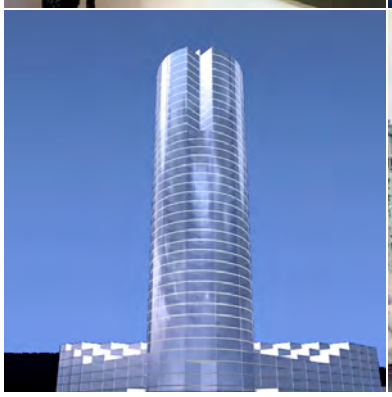
GLASS AND STEEL SHAPE A CATHEDRAL

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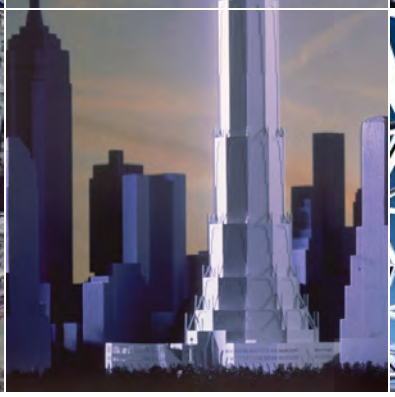
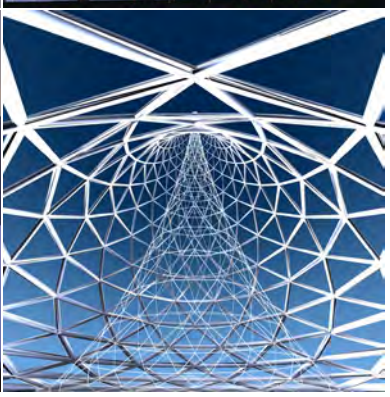

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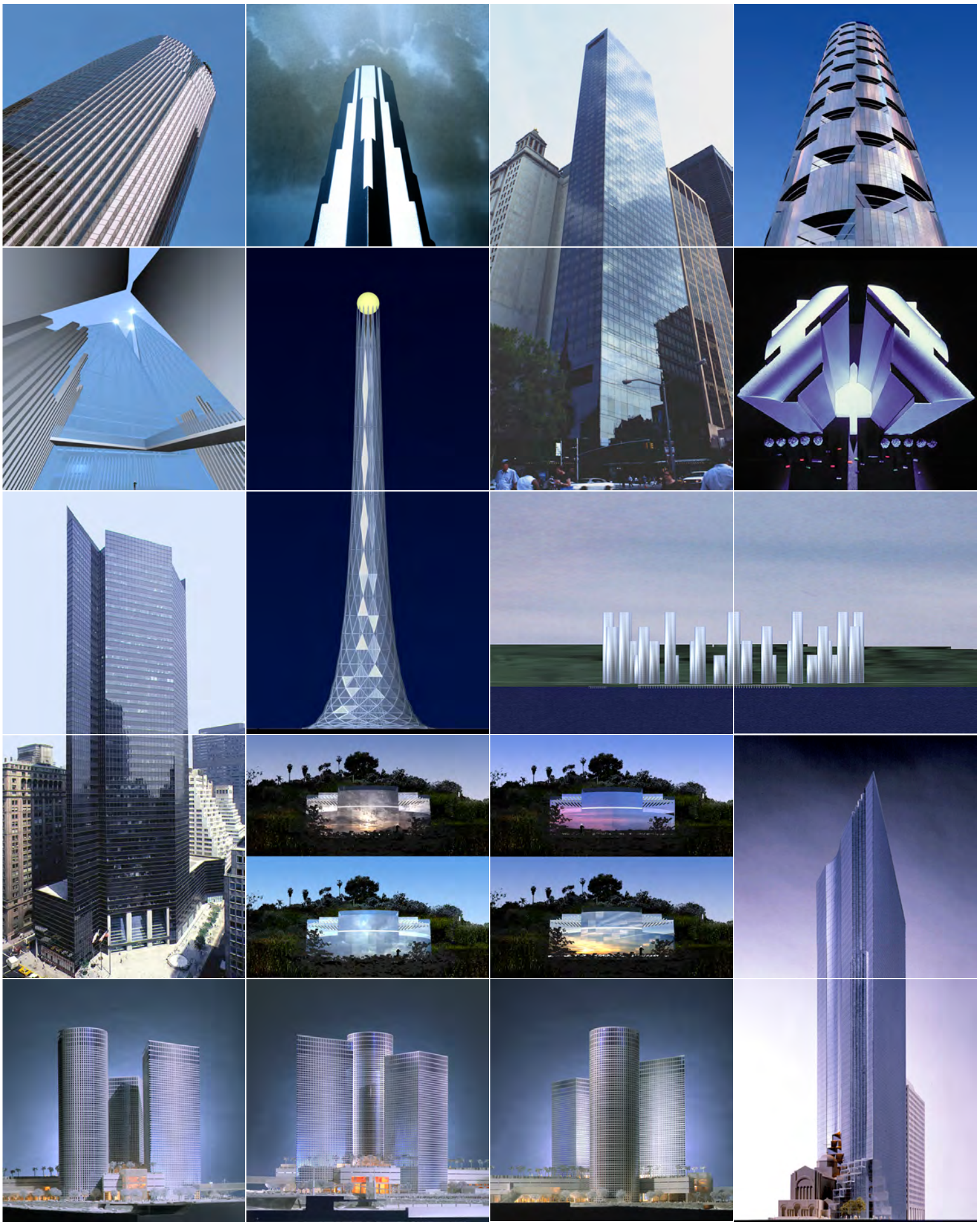

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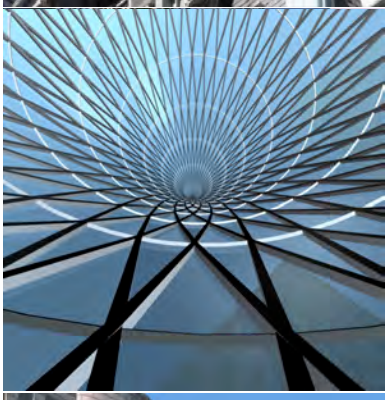

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Biographical Summary

Architect **Eli Attia** has conceived and designed some of the most critically acclaimed and best recognized tall and large buildings in the world.

Upon moving to Chicago from his native Israel in 1968, Eli joined **C.F. Murphy Associates** (now Murphy / Jahn), where he served as senior associate for design. In 1970, Eli moved to New York and joined **Philip Johnson /John Burgee Architects**, where he served as **Chief of Design** for 10 years.

Equal parts architect and engineer, Eli brought to Johnson / Burgee three things — advanced technical knowledge of the kind of machines tall and large buildings are; a cultivated architectural sensibility for how to "shape" these buildings to minimize their environmental impacts, maximize their economic effectiveness, and strengthen their aesthetic contributions; and a deeply felt architectural obligation to make urban life better by optimizing all three in his building designs. While at Johnson / Burgee, Eli led the firm to explore the possibilities of shaping as an architectural strategy for unlocking the urban, economic, and aesthetic potential of tall and large buildings.

Eli conceived and designed a series of buildings that have been critically acknowledged as instrumental in redefining the modern skyscraper. Among the most famous of these is **Pennzoil Place** (1976) in Houston. Pennzoil — which the New York Times selected as the "building of the decade" — was the first skyscraper to break the quintessential "shoe box" form that had dominated tall building design since the end of World War II.

Also during this period, Eli conceived and designed the Rev. Robert Schuller's **Crystal Cathedral**, a 3,000-seat, all-glass, single-span, single-room structure in Garden Grove, California; and **101 California Street**, in San Francisco, the first commercial office building to successfully implement a round footprint.

Shortly after opening **Eli Attia Architects** in 1979, Eli designed **101 Park Avenue** in New York, NY. Writing in The New York Times, Ada Louise Huxtable called the 50-story building, which marked the beginning of the modern expansion of Park Avenue south of Grand Central:

"…an exercise in the kind of creative quality that until very recently has been absent from the New York scene… the volume is used to produce the 'economically efficient' structure the builder wanted, at the same time that the architect has raised that requirement to notable levels of art and urbanism. Mr. Attia… has produced architecture at its most elegant, controlled, abstract and precise."

Also in the 1980s, Eli designed the **Republic National Bank World Headquarters** — now the **HSBC Tower** — at Fifth Avenue and 40th Street, the **Millennium Hilton Hotel**, across from the World Trade Center site and the major modernization of **New York Hospital**. In the 1990s, Eli designed the **Shalom** (now **Azrieli**) **Center** in Tel Aviv, Israel — a mixed-use development that is the largest development in Israel's history. Also in Israel, Eli designed the **Junction Tower**, the **Market Commercial Center**, and the **Holon Commercial Center** in metropolitan Tel Aviv, the **Middle East Trade Center** and **Dania Towers** Near Haifa.

In the 2000s, Eli designed **Point Wells** near Seattle, WA, a 'New New Urbanism' — an entirely novel approach for a large scale, mixed-use, most environmentally sustainable, high-density development.

During the past few years, Eli has diverted his focus towards improving the quality of the built environment by inventing technologies that take "ground-up" approach to change the ways in which buildings are designed, constructed and utilized, enabling the creation of better quality, unique buildings that are less costly to build, faster to market, and vastly more environmentally sustainable:

Engineered Architecture (ea) Technology, revolutionizes the design and construction of tall and other large buildings by introducing, for the first time ever, advanced manufacturing processes AND unique appearance, prerequisite for the creation of viable communities and thriving cities;

Roundhouse Technology (RHT), based on **ea**, addresses the small to medium size structures for creating a wide variety of building forms in response to differing climates, cultures and terrains: from single family dwellings to the needs of more population dense regions (commercial, educational, recreational, etc);

Super Tall Buildings Technology (STBT), introduces breakthrough in structural design and construction techniques that enable super tall buildings to reach record heights without the structural cost premium associated with all such buildings.

Eli has lectured at **Harvard** and **Columbia Universities**, the **Smithsonian Institute**, the **Museum of Modern Art** in New York and as keynote speaker at the **World Congress** of the **Council of Tall Buildings and Urban Habitat** in Hong Kong. His work has been exhibited at the Israel **National Museum in Jerusalem** and at the **Louis Meisel Gallery in New York's SoHo**. Eli's office was rated the most efficient architectural firm in the US in terms of aggregate project value per employee by the trade magazine Corporate Design & Construction. Eli's work has been featured in many global publications as well as in several films and TV shows.

Eli was a member of the Steering Group of the **Council of Tall Buildings and Urban Habitat**.

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