



**550**  
**MADISON AVENUE**

AT&T WORLD HEADQUARTERS  
NEW YORK, NY

## 550 MADISON AVENUE

Welcome to the new corporate headquarters of AT&T. Designed not only as a place where employees can work comfortably in a most attractive setting, but also as a place to be enjoyed by the general public, the building has been described as one of the most significant architectural achievements of recent decades.

With its 36-story rose-gray granite tower, topped by the distinctive "orbiculum," the new headquarters brings a new dimension to the Manhattan skyline. A blending of utility with beauty, form with function, the building is considered the first major "Post Modern" office structure by many architectural critics. In the midst of more familiar glass-and-steel modern office buildings, architects Philip Johnson and John Burgee have designed a structure that integrates classical forms, materials and craftsmanship, yet captures a contemporary feeling.

We hope that you enjoy your visit.



*Main Entrance Arch*



## **HEADQUARTERS AT A GLANCE**

Visitors to the AT&T headquarters pass through a 110-foot central arch into a vaulted lobby, graced by the Spirit of Communication statue, or "Golden Boy." Elevators take the visitor 77 feet above street level to the white marble "Sky Lobby," or visitor reception area.

Above the Sky Lobby are floors housing basic office space, as well as an 81-seat auditorium, three conference dining rooms, an executive dining room, employees' cafeteria, and a media production studio. The executive offices are located on floors 33, 34 and 35.

Flanking the central lobby of the building at street level are twin loggias, forming a covered promenade with public seating for over 200, decorative planters, food vendors and retail shops. The 110-foot glass-vaulted Arcade adjoining the loggias houses a variety of retail establishments and is a convenient pedestrian passageway between Fifty-fifth and Fifty-sixth streets. The Arcade leads directly to the four-story Annex Building, which will house a science and communications exhibit devoted to landmark achievements in 20th Century communications science and new developments in the Information Age.

Architectural features to be enjoyed while touring the AT&T headquarters include the beautiful rose-gray granite facade, moldings, arches and columns; the interesting play of high square openings and low arches; and the split-pediment building "crown" which forms a unique silhouette on the Manhattan skyline.

*The Spirit of  
Communication*



## **"GOLDEN BOY"**

The centerpiece of the AT&T lobby is the magnificent Spirit of Communication statue, or "Golden Boy," as it has been affectionately nicknamed. For 64 years "Golden Boy" stood over the old AT&T headquarters in lower Manhattan. And many will also recognize the statue because of its tenure as the coverpiece on telephone directories for more than 40 years.

Believed to be the second largest single architectural figure in New York, topped only by the Statue of Liberty, "Golden Boy" is 24 feet tall with a 12-foot wing span, and stands on a 21-foot black Swedish granite base. The work of Evelyn Beatrice Longman, "Golden Boy" was installed atop the old AT&T headquarters on October 24, 1916 where it remained 434 feet above street level until its removal for restoration in 1981.

After a thorough cleaning and re-gilding with more than 12,500 pieces of tissue-thin gold leaf, "Golden Boy" was officially unveiled in the new AT&T lobby in September 1983.

## **CONSTRUCTION**

The new AT&T headquarters took five years to complete. Ground was broken in December 1978 with construction completed by December 1983.

Each element of the building's construction—from the rose-gray granite to the interior Italian Carrara marble to the crown—involved a careful selection process. To find the precise shade of rose-gray granite specified by architects Johnson and Burgee, AT&T conducted a search of 10 quarries around the country. The desired hue and texture was finally found in the Stoney Creek Quarry in Connecticut—also the source of the stone in the Brooklyn Bridge, the base of the Statue of Liberty and Grand Central Station.

The same degree of diligence went into the development of the crown of the building. The architects sought a design that would be as readily identifiable on the skyline as the Empire State Building. Over 50 designs were reviewed before it was decided that a gently pitched triangle split at its peak by a concave hollow—known architecturally as an "orbiculum"—would make the most distinctive crown for the building. Functionally, the orbiculum serves as a vent for the building's air exchange system.

AT&T headquarters was also constructed with energy conservation in mind. Architectural features such as reduced window area (covering only 33 percent of the building's exterior surface) and the one-foot thick stone walls contribute significantly to energy savings. Additionally, computerized maintenance systems which regulate lighting, temperature and air pressure, and a special heat recovery system further maximize energy conservation.

**Top to Bottom —  
648 Feet**



## **FACTS AND FIGURES**

Size of Building: 36 stories plus 3 basements

Height of Building Above Street Level: 648 feet

Square Footage: 575,000 office space, 860,000 gross

Lot Area: 36,800 Sq. Ft.

Location: Madison Avenue, between 55th and 56th Streets

Start of Construction: December 1978

Completion Date: December 1983

Number of Occupants: Approximately 1,400

Structure: Steel frame, with cellular floor deck for telephone and power

Facade: Rough textured granite

Energy Conservation: Heat recovery system for the building perimeter heating system. Window area approximately 33% of building exterior area for energy conservation.

**Public Space —  
North Loggia**



## REVIEWS

The new headquarters has attracted considerable attention in the media since the unveiling of the original plans in 1978. Here are some recent press reactions:

- "The AT&T Building is as grandly conceived and lavishly executed a skyscraper as New York has seen since the 1930's, and the effect of some of its parts is exhilarating, even overpowering. The building has a remarkable architectural presence..."  
THE NEW YORK TIMES  
September 28, 1983
- "The loggia — AT&T's gift to the public — is a truly fine urban accomplishment."  
PROGRESSIVE ARCHITECTURE  
February 1984
- "... the building is becoming one of the most admired on the New York skyline. More important, it has emerged as the symbol of a new architecture labeled 'post-modernism' because it rejects modernism's glass boxes."  
PEOPLE  
January 2, 1984
- "The new corporate headquarters designed by architect Philip Johnson for AT&T in New York is, from its rose-gray granite sheathing to its fiber optics communications system, a good marriage of form and function — one of the first in a new generation of 'smart' buildings."  
FORBES  
February 13, 1984
- "AT&T wanted something different, and the architects have succeeded in giving the company what it wanted ... that they (AT&T executives) approved this significant step in architecture is much to their credit."  
ARCHITECTURE  
July 1983

## **NEW DIRECTIONS**

AT&T has worked for more than a century in developing a communications system with a standard of service that is the best in the world. The AT&T communications network stands alone in its capability of handling 33 million long distance calls a day. This century-long quest for excellence has also led to the discovery of the transistor, the laser, the solar cell, sound motion pictures, high fidelity recording and the 256K memory chip.

AT&T is reaching out in new directions after the divestiture of its 22 wholly owned local telephone operating companies. In all the technologies vital to tomorrow's information systems and services — microelectronics, photonics, digital systems, software — it will continue to be the leading source of new knowledge and new applications.

Thank you for visiting us. We hope this new headquarters building reflects not only the pride AT&T people have in their heritage, but also their resolve to meet the challenges and opportunities facing them in what has been called the Information Age.



**AT&T**