

RETAIL

Madison Avenue BID delves into street history

July 31, 2019



Max Mara's boutique on Madison Avenue. Image courtesy of Madison Avenue Business Improvement District

By STAFF REPORTS

The Madison Avenue Business Improvement District is giving consumers a closer look at the street's landmark architecture in a new event series.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Through a partnership with the New York Chapter of the American Institute of Architects (AIANY), Madison Avenue BID will be offering two-hour tours focused on both the historic buildings and fashion brands that line the corridor. This offers an opportunity to delve into the history of the shopping thoroughfare, while also discussing its impact in the modern retail landscape.

Building background

Madison Avenue BID covers streets from the 60s to 70s, which are positioned in the Upper East Side Historic District.

The tours will cover architecture including brownstones from the 1870s and 1880s, Beaux Arts-style townhouses and luxury apartment buildings.

Many luxury brands have taken what were previously homes and turned them into stores.



Madison Avenue includes a number of historic buildings. Image courtesy of Madison Avenue BID

For instance, De Beers' boutique sits between 63rd and 64th Streets in a townhouse on the Upper East Side of Manhattan. The brand renovated the space and relocated in 2016 ([see story](#)).

Similarly, Buccellati opened a boutique on Madison Avenue in December 2014 in a townhouse originally built in 1871. Found within the radius of the Upper East Side's Historic District, the flagship represents tradition and modernity as Buccellati refreshes its visual identity ([see story](#)).

Led by John Arbuckle, Assoc. AIA, the tours will be conducted on a monthly basis, on Aug. 1, Sept. 5, Oct.5 and Nov. 2. Members of the public can attend for \$20.

"We are honored to partner with AIANY to introduce the eclectic architectural history of Madison Avenue as well as the landmark and zoning regulations that have maintained and enhanced our district over the years," said Matthew Bauer, president of Madison Avenue BID, in a statement. "The residential and retail character of Madison Avenue is intrinsically linked in our buildings, and we are so pleased that John Arbuckle and AIANY will bring the engaging stories of both uses to visitors to our community."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.