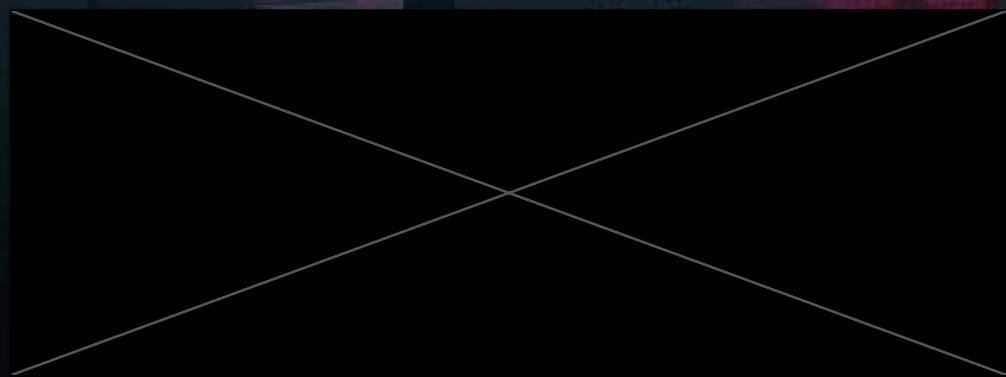




THE  
GLASSHOUSE

# EXPERIENCES TRANSFORMED



# CONTENT

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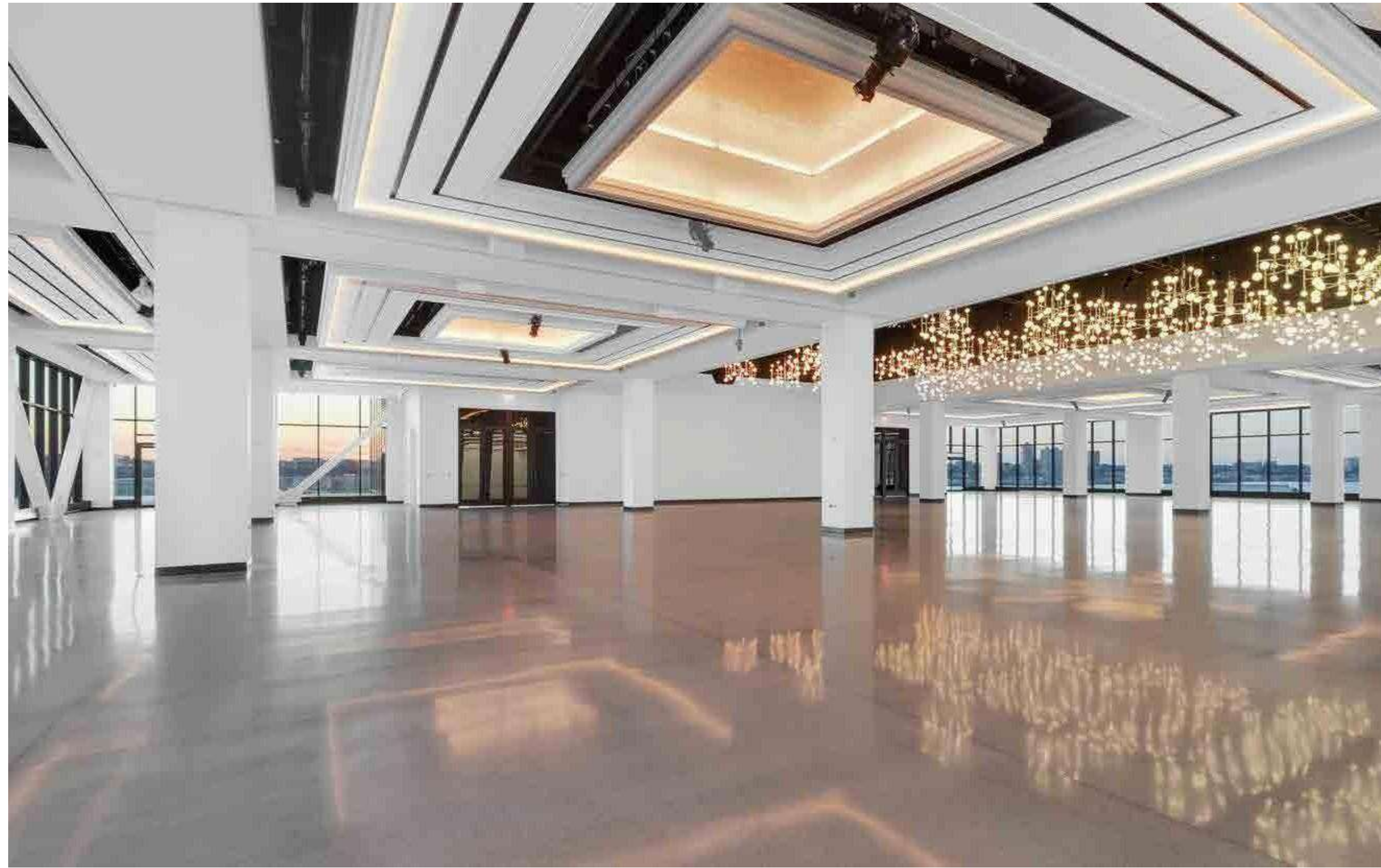
**13 THE LOOKBOOK**  
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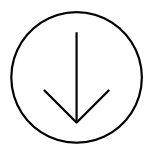


# THE VENUE

NEW SPACE, NEW PARADIGM



**The Glasshouse is the preeminent private event space of NYC. Newly completed in 2021, the acclaimed venue is operated by a team of experienced and agile professionals that apply leading service standards to deliver remarkable experiences.**





# THE VENUE

NEW SPACE, NEW PARADIGM

## PANORAMIC

- Two outdoor terraces with direct access to event floor
- Private terraces at all Green Rooms
- Expansive views of Manhattan, Hudson River, and beyond throughout venue

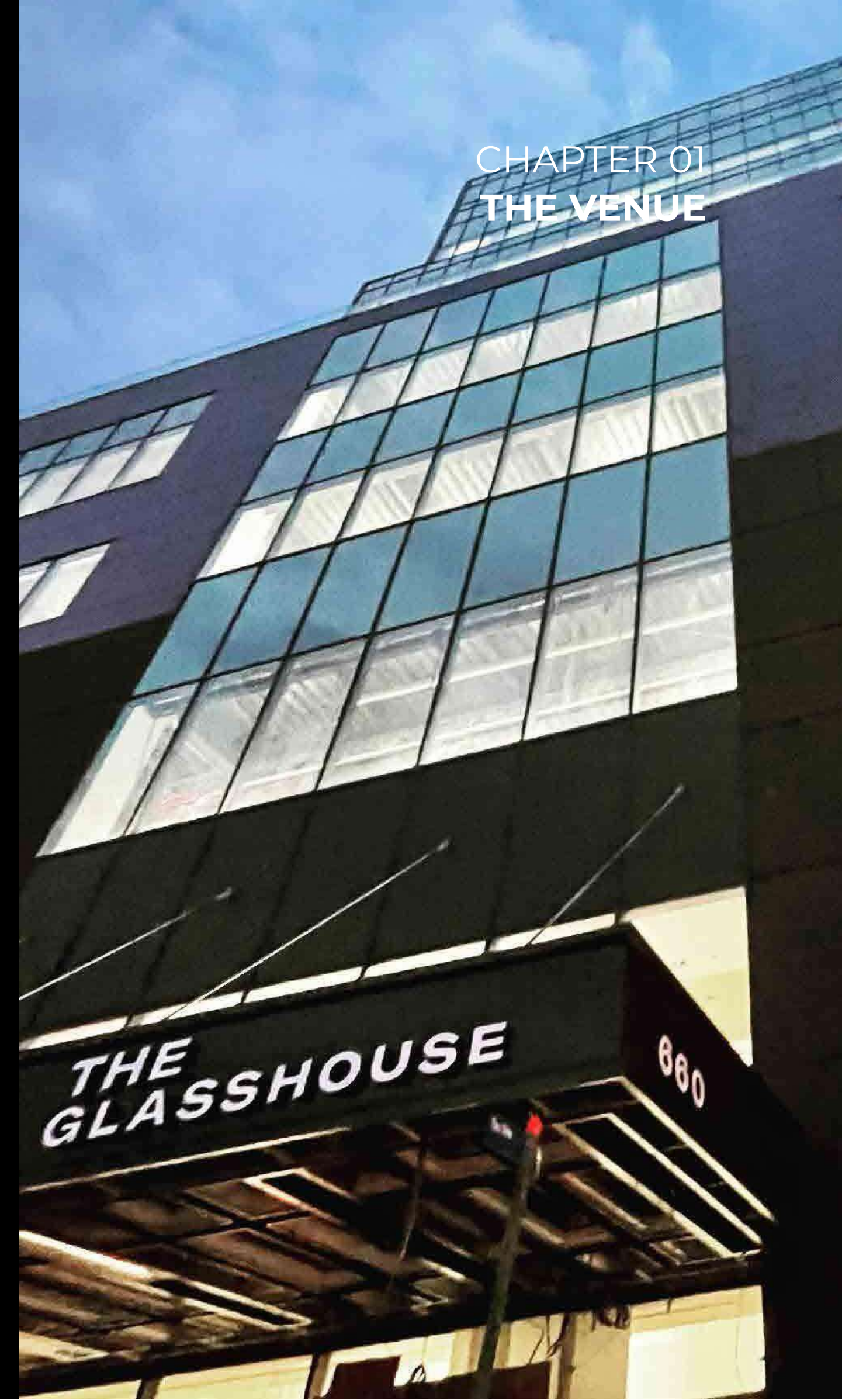
## AMENITIZED

- State of the art audio, video and lighting capabilities
- Furnished VIP Lounge
- Furnished Green Rooms (3) with outdoor terraces
- Production rooms (3)
- Rooms with private restrooms, walk-in marble showers, smart TVs and advanced AV connectivity (3)
- Separate VIP entrance
- Ample and efficient coat check

## TAILORED

- Diverse and comprehensive set of curated preferred vendors
- On-site inventory of tables, chairs, china glassware, silverware, and basic linens included with rental
- Exclusive production services vendor to execute all audio, video, lighting and rigging scopes
- Secure and reliable wi-fi and hard line custom internet packages
- Extensive opportunities to incorporate brand activations and immersive experiences

CHAPTER 01  
THE VENUE





# THE LOCATION

CENTRAL, ACCESSIBLE, CONVENIENT

## ADDRESS

660 12th Avenue (West Side Highway)  
between 48th and 49th Streets  
New York, NY 10019

## NEIGHBORHOOD

The Glasshouse is within walking distance of the primary Central Business District of NYC, and offers easy access to numerous restaurants, hotels, tourist attractions, and transportation. Situated overlooking the Hudson River, the venue provides a scenic view for guests.

## TRANSPORTATION

### transit

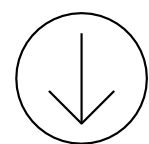
- A/C/E Subway at 50th Street or Port Authority (10m walk)
- 1/2/3 Subway at 50th Street or Times Square (15m walk)
- 7 Subway at Hudson Yards (15m walk)

### rail

- LIRR at Penn Station
- NJ Transit at Port Authority
- Metro-North at Grand Central

### airports

- LaGuardia Airport (9 miles)
- John F. Kennedy International Airport (16 miles)



# THE ARRIVAL

ELEVATING THE FIRST IMPRESSION

*exclusive lobby attentive  
staff security and privacy  
heated canopy  
travertine walls marble  
flooring mood lighting  
secure coat check  
soaring ceiling  
high speed elevators*

The Glasshouse lobby creates a sophisticated welcome atmosphere for guests with a mix of neutral tones and customizable lighting, sound, and branding options available.





# THE ARRIVAL

ELEVATING THE FIRST IMPRESSION

**marble flooring**

**warm decorative lighting**

*direct terrace access*

**production infrastructure**

**floor-to-ceiling windows** *impressive*

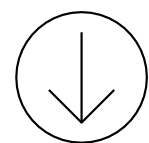
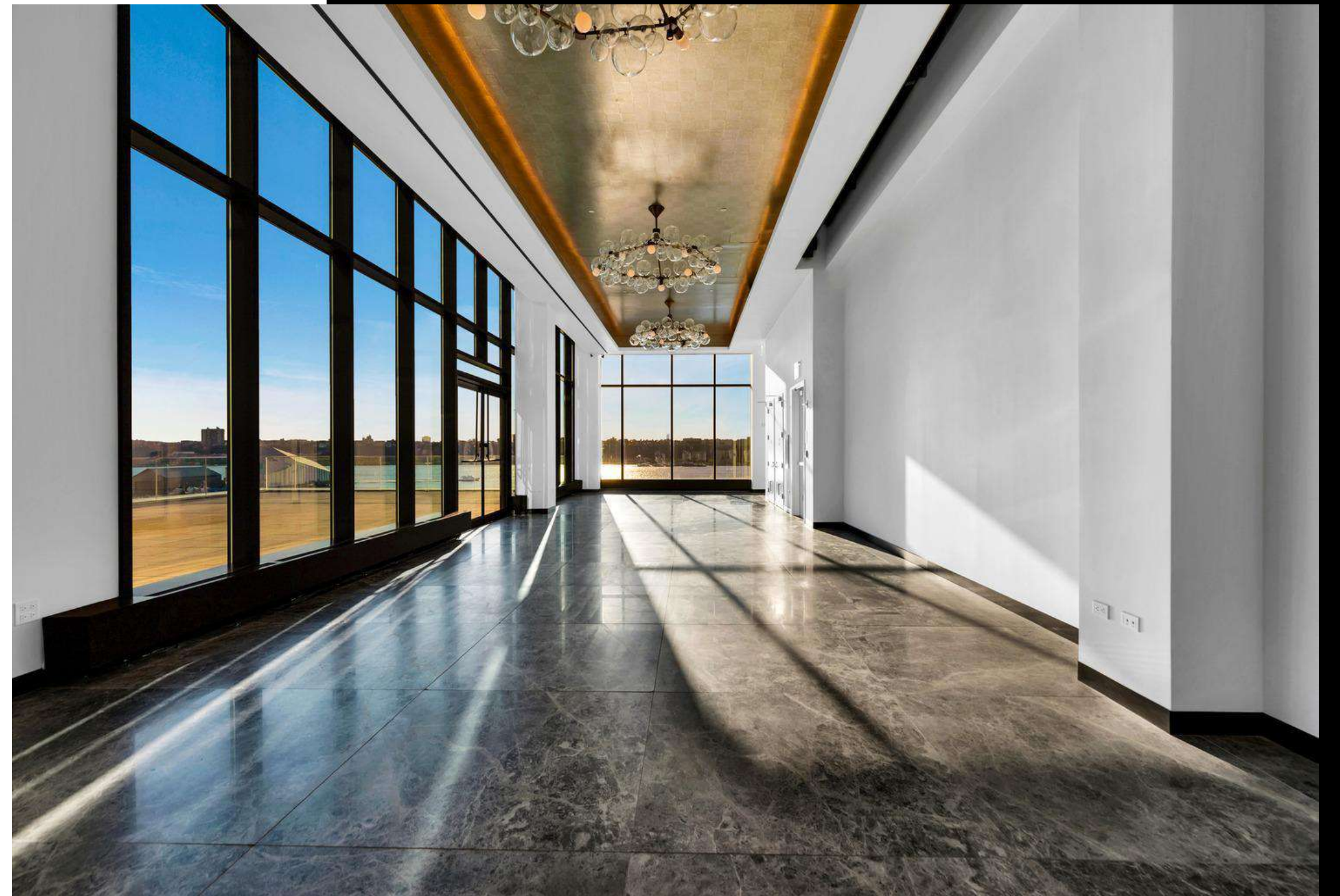
*westward views*

*contiguous expansion capability*

**staffed at key points**

*high finish restrooms*

The prefunction lobby has the capability for added installations such as video walls and product displays, and is complemented by two 2,000 sq. ft. outdoor terraces, perfect for stylish events.





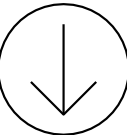
# THE ARRIVAL

CHAPTER 03  
THE ARRIVAL

ELEVATING THE FIRST IMPRESSION



- Red carpet and press line installed in prefunction lobby
- Musicians greet on terrace as guests arrive
- Terrace w/ furniture and bars to welcome guests for wedding
- Outdoor cocktail reception for corporate event
- VIP reception with step and repeat for nonprofit gala
- Branded signage used to guide and engage attendees



# THE SCALE

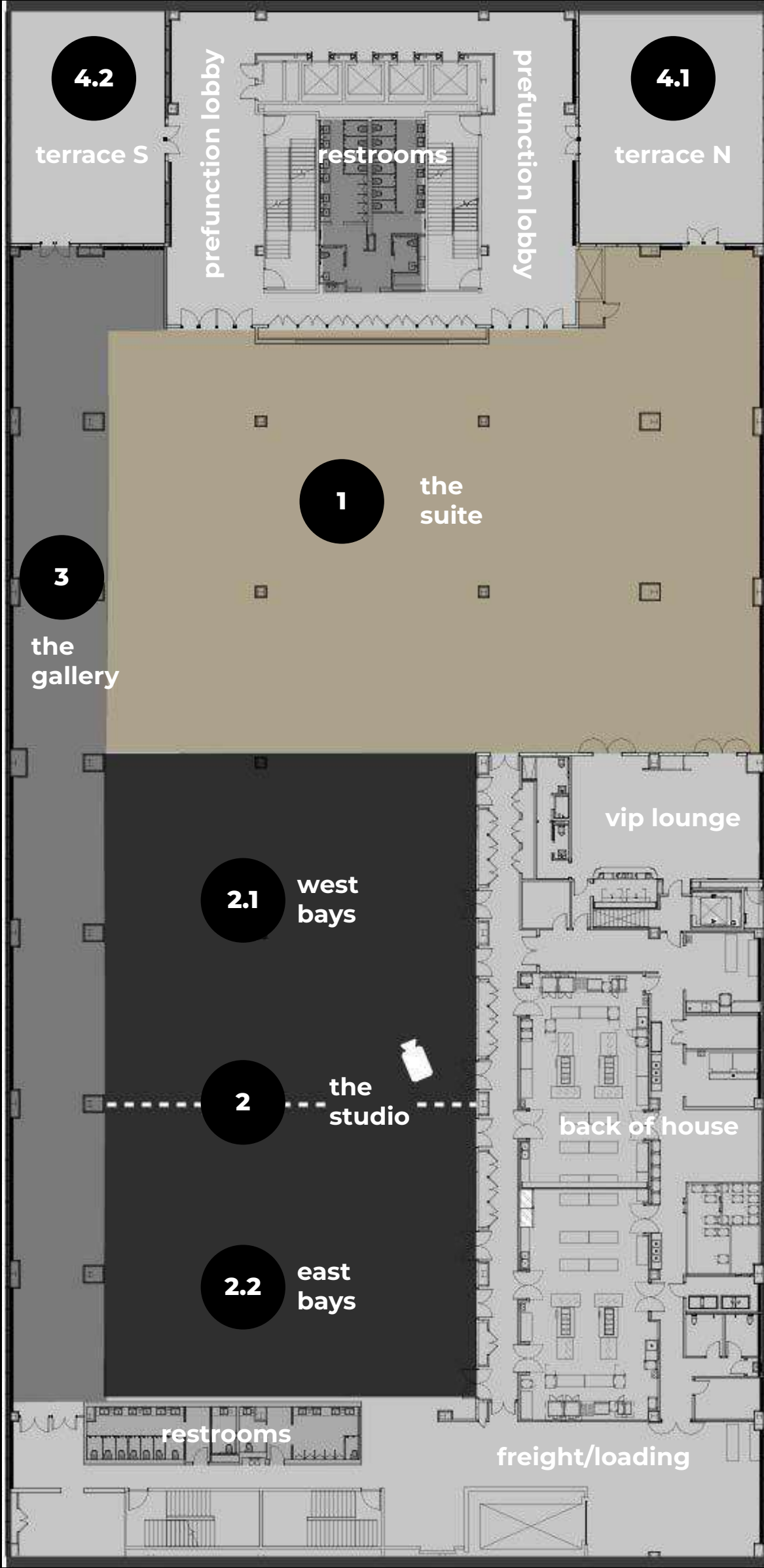
## SIZE AND CAPACITY CHART

### FULL EVENT SPACE

30,000 sf

capacity: 1,850

includes The Suite, The Studio, and The Gallery



**1**

### THE SUITE

14,000 sf

capacity: 1,850 (theater) / 1,380 (cocktails) / 725 (banquet)

**2**

### THE STUDIO

10,900 sf

capacity: 1,500 (theater) / 1,050 (cocktails) / 920 (banquet)

#### 2.1 west bays

5,800 sf

capacity: 800 (auditorium) / 580 (cocktails) / 375 (banquet)

#### 2.2 east bays

5,100 sf

capacity: 725 (auditorium) / 510 (cocktails) / 325 (banquet)

**3**

### THE GALLERY

4,300 sf

capacity: 850 (standing) / 430 (cocktails)

**4**

### TERRACES

**4.1**

#### north

2,000 sf; capacity of 400 (standing) / 200 (cocktails)

**4.2**

#### south

1,700 sf; capacity of 340 (standing) / 170 (cocktails)

# THE SPECIFICATIONS

## LEADING FUNCTIONALITY

### SPACE

1,850 person capacity  
75,000 square feet  
50,000 gross sf (event space level)  
25,000 gross sf (ancillary space level)

### AUDIO

Dante enabled Martin sound system (concert ready) with Yamaha consoles providing comprehensive sound distribution.

### POWER

300-amp 3 phase available conveniently distributed throughout the space from company switches.

### VERSATILITY

Allowed diverse event types and guest counts with flexible configurations, countless room options and various design styles.

### VIDEO

Video infrastructure provides discreet video control room with installed production switching system, with single mode fiber and Cat-6 signal connectivity distributed throughout the event space and green rooms.

### DOCK & ELEVATORS

Loading dock on 49th street.  
Oversized freight elevator.

### CEILINGS

Lighting Soffits extend to 14' high with recessed bay ceilings at 17' and hanging pipe positions at 15'. Theatrical pop-up area extends to 27' high.

### LED DISPLAY

ROE Ruby 2.3mm LED panels and display monitors, suspended from a grid system to maximize event space.

### AMENITIES

Dedicated locker rooms for vendors.

### LIGHTING

Fully integrated house and theatrical lighting system controlled by ETC Gio and Paradigm consoles, including 36 custom dynamic chandeliers in the pop-up area, and motorized blackout and sun window shades.

### RIGGING

1 ton and ½ ton rigging points installed in event areas; with motorized battens, truss hoists, and rigging beams within the pop-up area.

### KITCHEN

Large commercial kitchen with two full service lines.



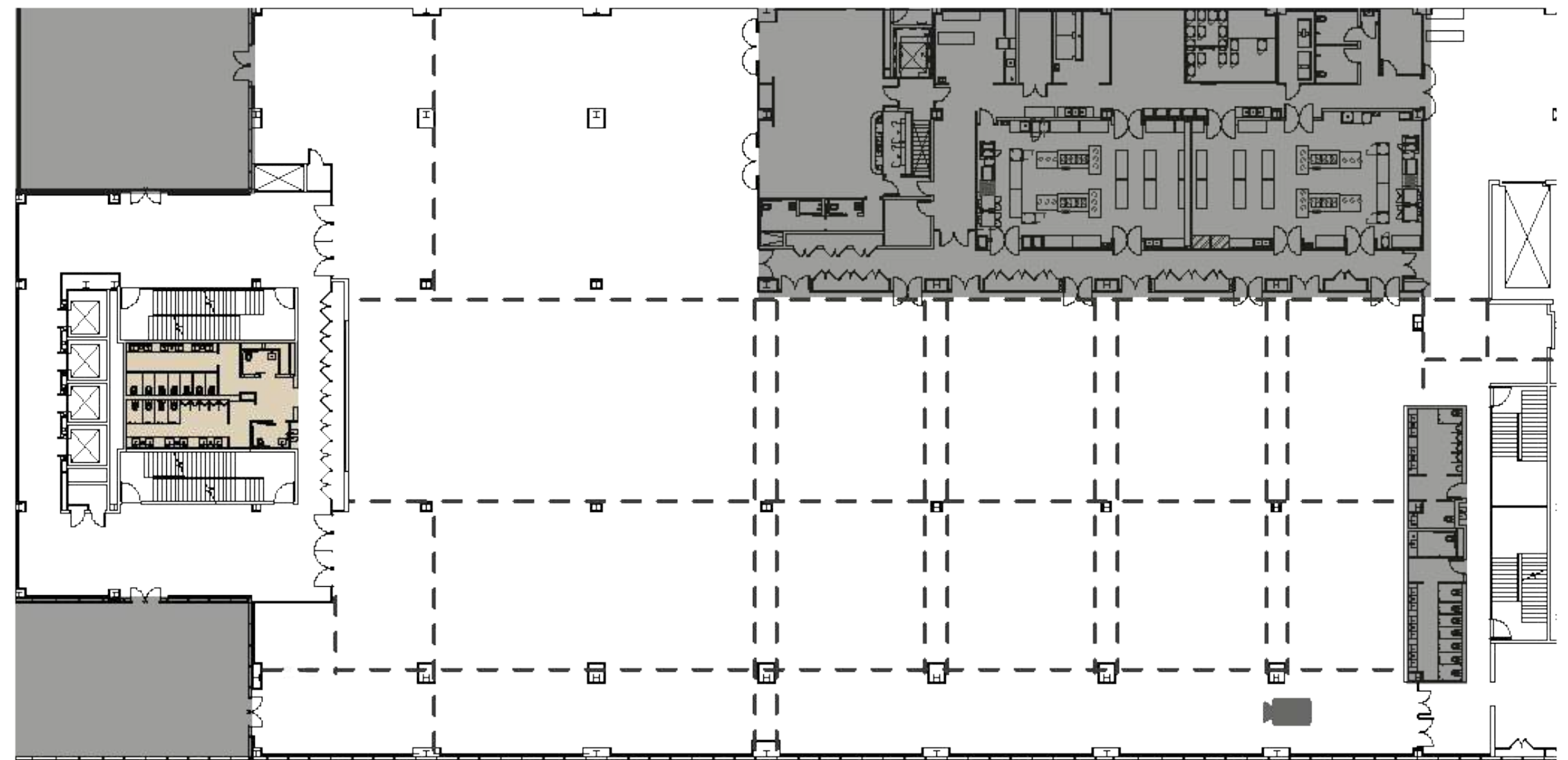


# THE VERSATILITY

RETRACTABLE PARTITION SYSTEM

**Crystal partitions installed to create The Gallery, a corridor used for guest flow, additional prefunction space, and / or activation displays.**

Individual partitions can be installed at any point along the track shown as dashed lines in diagram to the right.

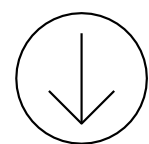


## CRYSTAL PARTITIONS

- floor-to-ceiling glass
- 56 partitions
- 18 partitions with doors
- STC 44 acoustic rating

## ACOUSTIC PARTITIONS

- finished with Maharam sound absorbing fabric
- 115 partitions
- 8 partitions with doors
- STC 53 acoustic rating





# THE ENERGY

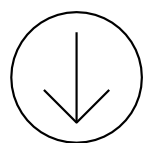
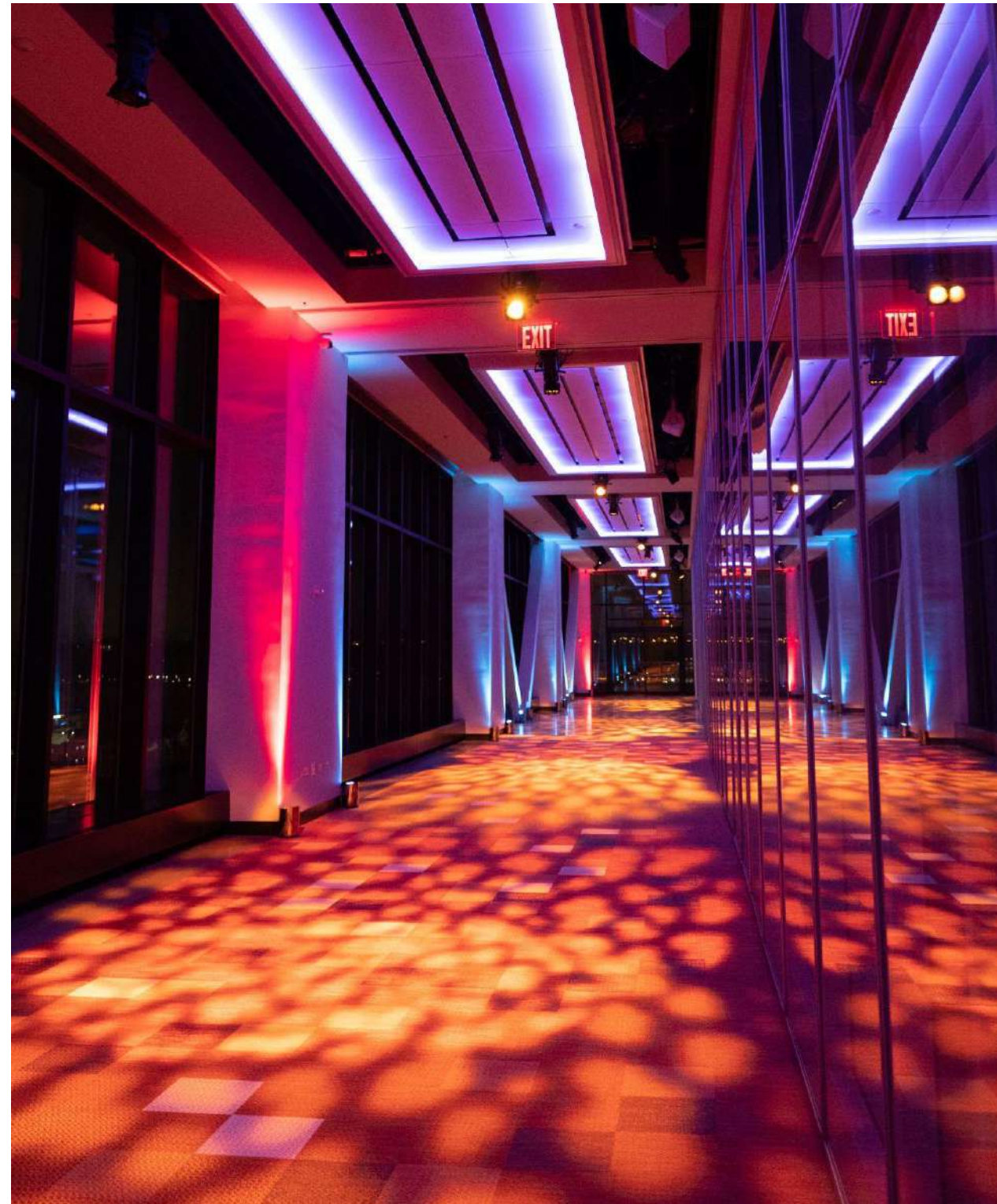
SYNCHRONIZED BRILLIANCE IN MOTION

## DYNAMIC LIGHT FIXTURES

49 color-changing chandeliers surprise guests below as they suddenly descend from 30' above, illuminate, and jump into choreography.

Our team can program movement, illumination, and color to sync with any performance, video, presentation, DJ set, or soundtrack.

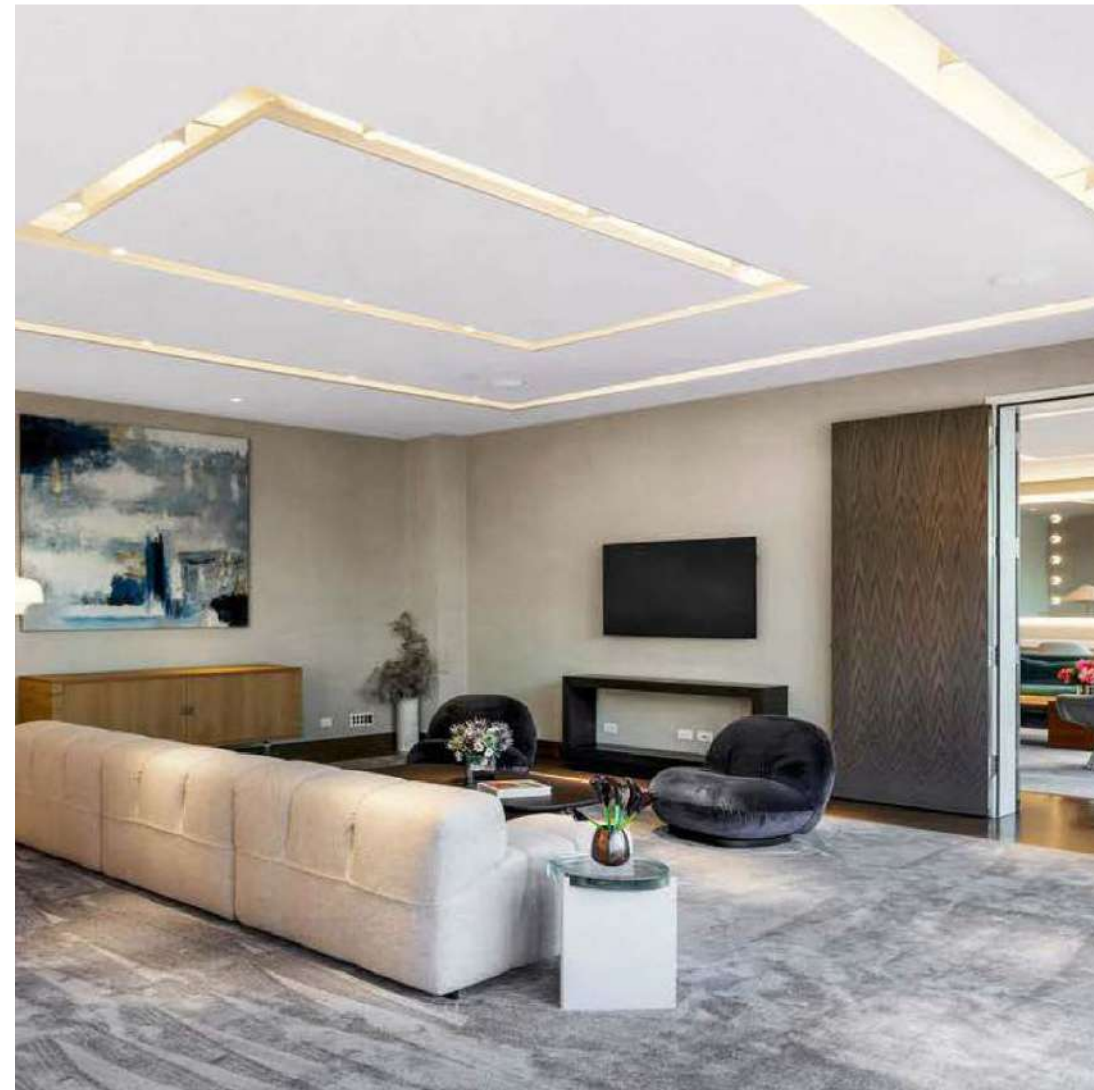
Immersive, lively, and unforgettable, this focal point will surely amplify the mood.





# THE ALLURE

UNMATCHED AMENITIES



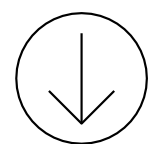
**GREEN ROOM** w/ fridge, shower, smart TV, AV connections, Sonos, vanity, toiletries, and private terrace



**VIP LOUNGE** w/ full bar, marble shower suite, smart TV, AV connections, Sonos, and custom millwork vanity



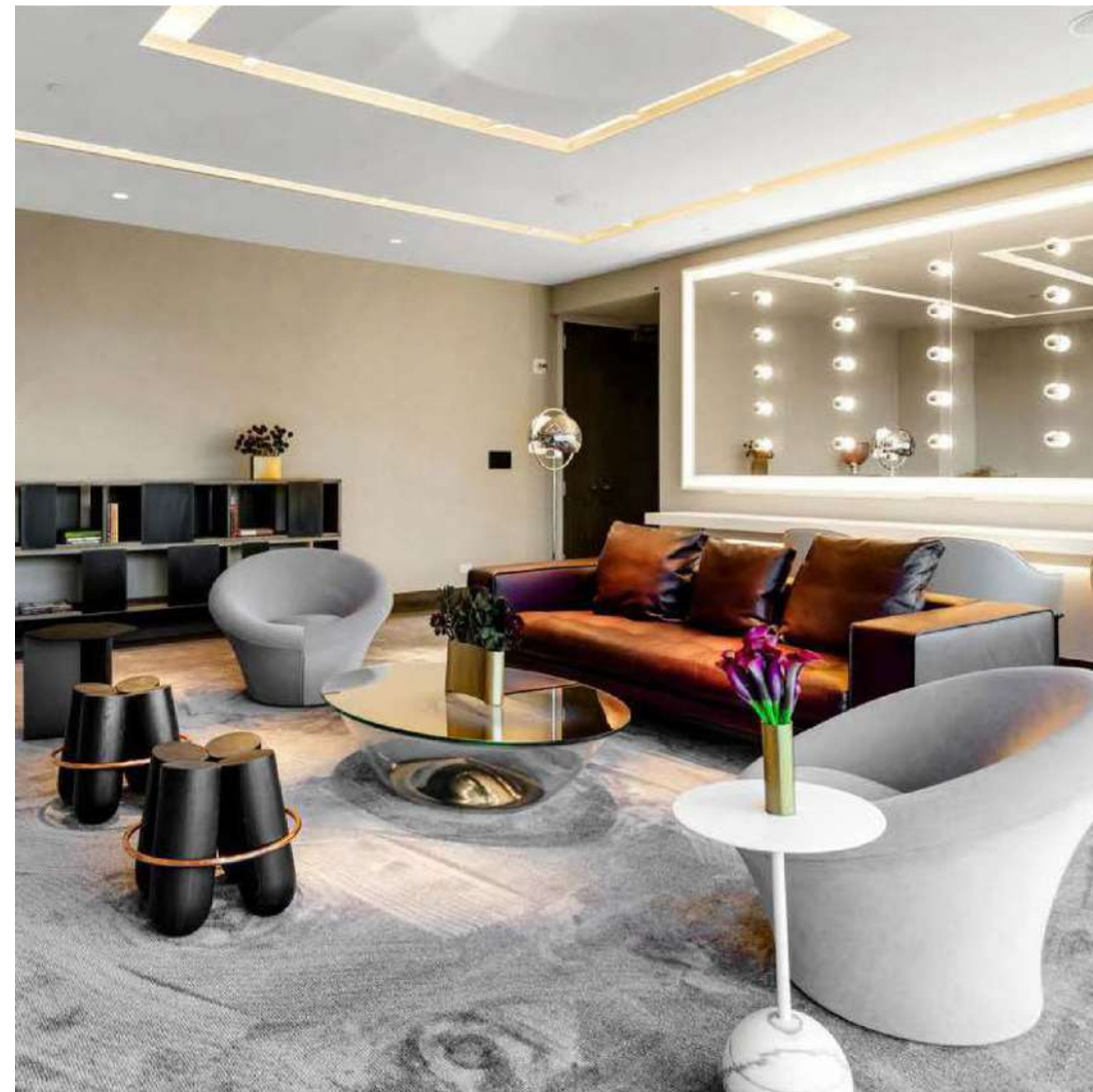
One of seven on site **SHOWER SUITES** (Green Room 1 pictured)



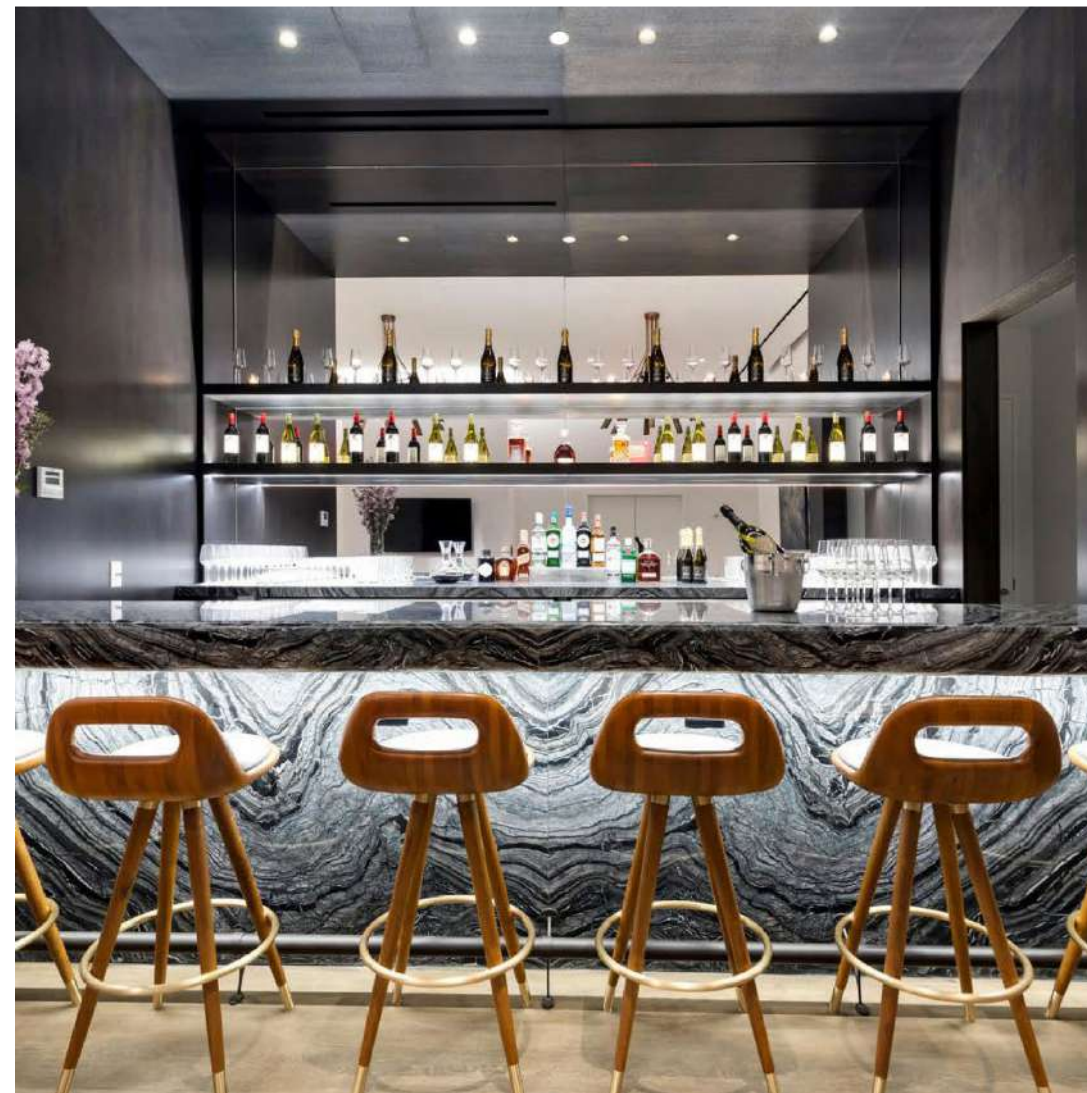


# THE ALLURE

UNMATCHED AMENITIES



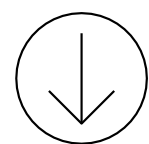
**GREEN ROOM** w/ shower, smart TV, AV connections, Sonos, vanity, toiletries, and private terrace



**PRIVATE BAR** in VIP lounge, finished in marble and stocked with premium beverage options



**GREEN ROOM** w/ shower, smart TV, AV connections, Sonos, vanity, toiletries, and private terrace





THE LOOKBOOK

# CORPORATE & EXHIBITION EVENTS



**EXHIBITOR-ATTENDEE  
NETWORKING AT TRADE SHOW**



**LIVE-STREAMED PLENARY SESSION AT  
FINANCIAL SERVICES CONFERENCE**



**OUTDOOR LOUNGE AND CAFE  
DURING CORPORATE MEETING**



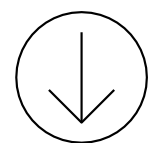
**CORPORATE NETWORKING AND  
COCKTAILS ON SOUTH TERRACE**



**VIP LOUNGE UTILIZED  
AS BREAKOUT ROOM**



**ATTENDEES NETWORKING AT  
TECHNOLOGY CONFERENCE**

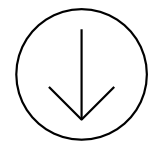




CHAPTER 09  
THE LOOKBOOK

FASHION AND  
MEDIA EVENTS

THEGLASSHOUSES.COM



TERRACE CUSTOMIZED W/ ON-BRAND  
ACTIVATION OF COCKTAIL AREA AT  
MEDIA PREMIERE PARTY



SEASONAL COCKTAILS AND PREMIUM DRINKS  
SERVED FROM THE GLASSHOUSE ASSORTED  
BEVERAGE PACKAGES



FASHION FUNDRAISER WITH CUSTOM  
RUNWAY, DEDICATED HAIR AND MAKE  
UP AREAS, AND SPECIALTY LIGHTING



LED VIDEO TUNNEL INSTALLED TO  
SHOWCASE IMMERSIVE BRAND  
REEL UPON ARRIVAL



SPACE TRANSFORMED INTO  
IMMERSIVE LOUNGE USING SPECIALTY  
CARPETING AND FURNISHINGS

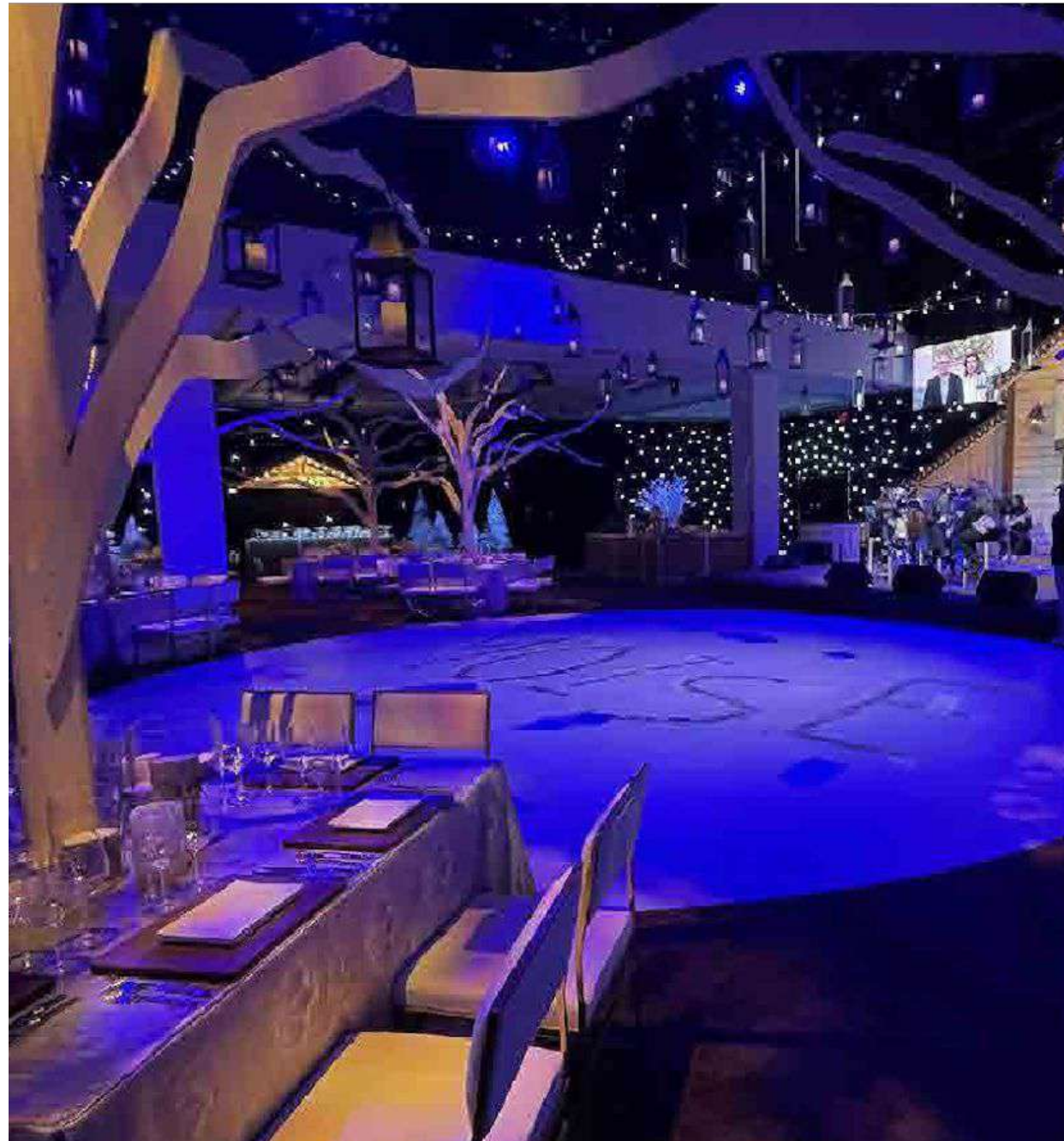


LAUNCH EVENT AFTER PARTY AREA  
WITH BRANDED PROJECTION, LED  
WALL, AND MIRRORED DANCE FLOOR

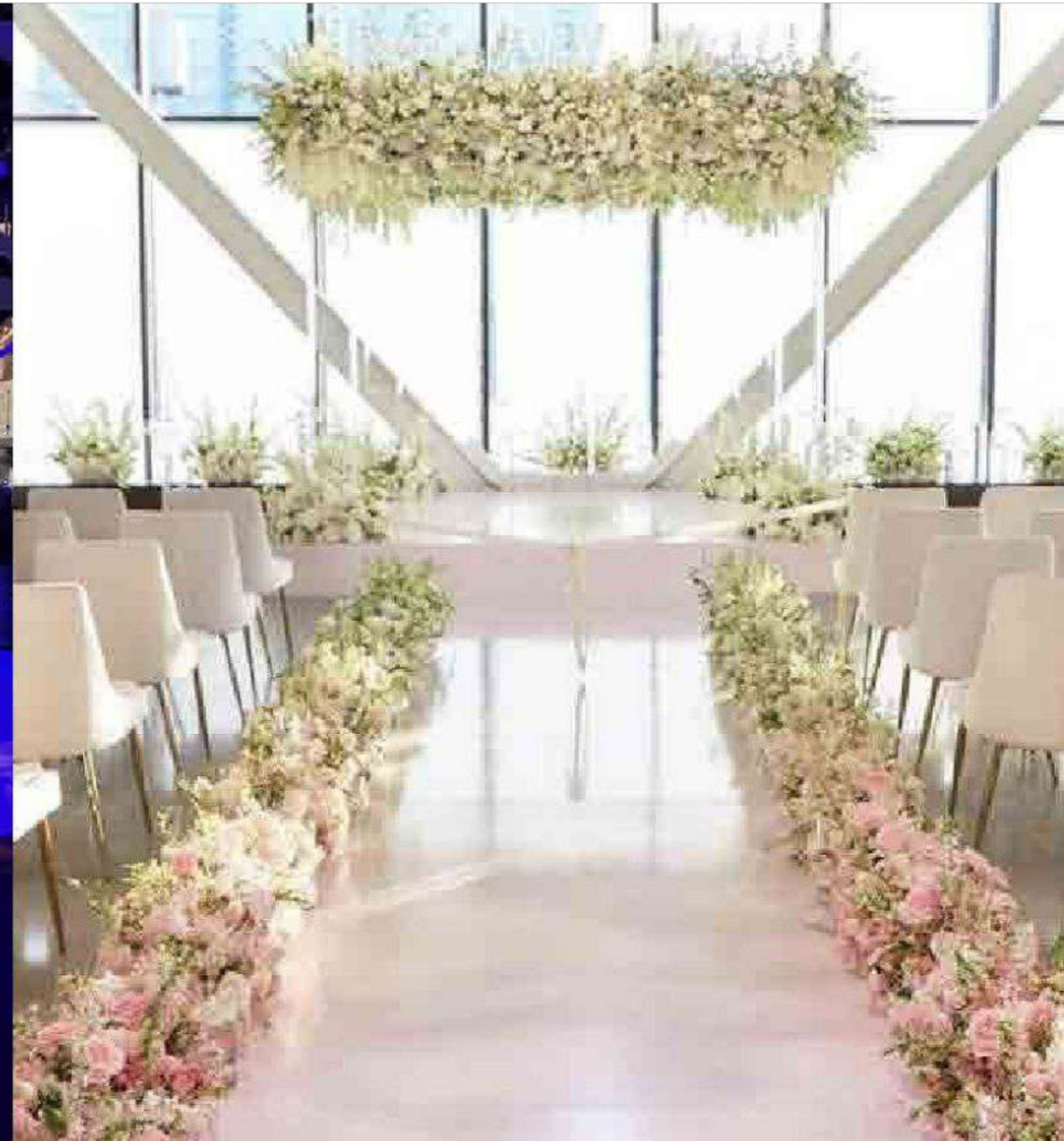


THE LOOKBOOK

# **SOCIAL CELEBRATIONS**



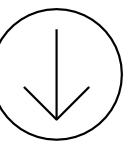
**ELABORATE AND TRANSFORMATIVE  
BUILD-OUT W/ CUSTOM SCENIC  
ELEMENTS AND DECOR**



**WEDDING CEREMONY BUILT WITHIN  
DEDICATED ROOM CONTAINED USING  
OPERABLE PARTITIONS**



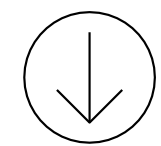
**INTIMATE SOCIAL DINNER FOR 150  
GUESTS ENCLOSED USING GLASS  
PARTITIONS WITHIN POP-UP AREA**



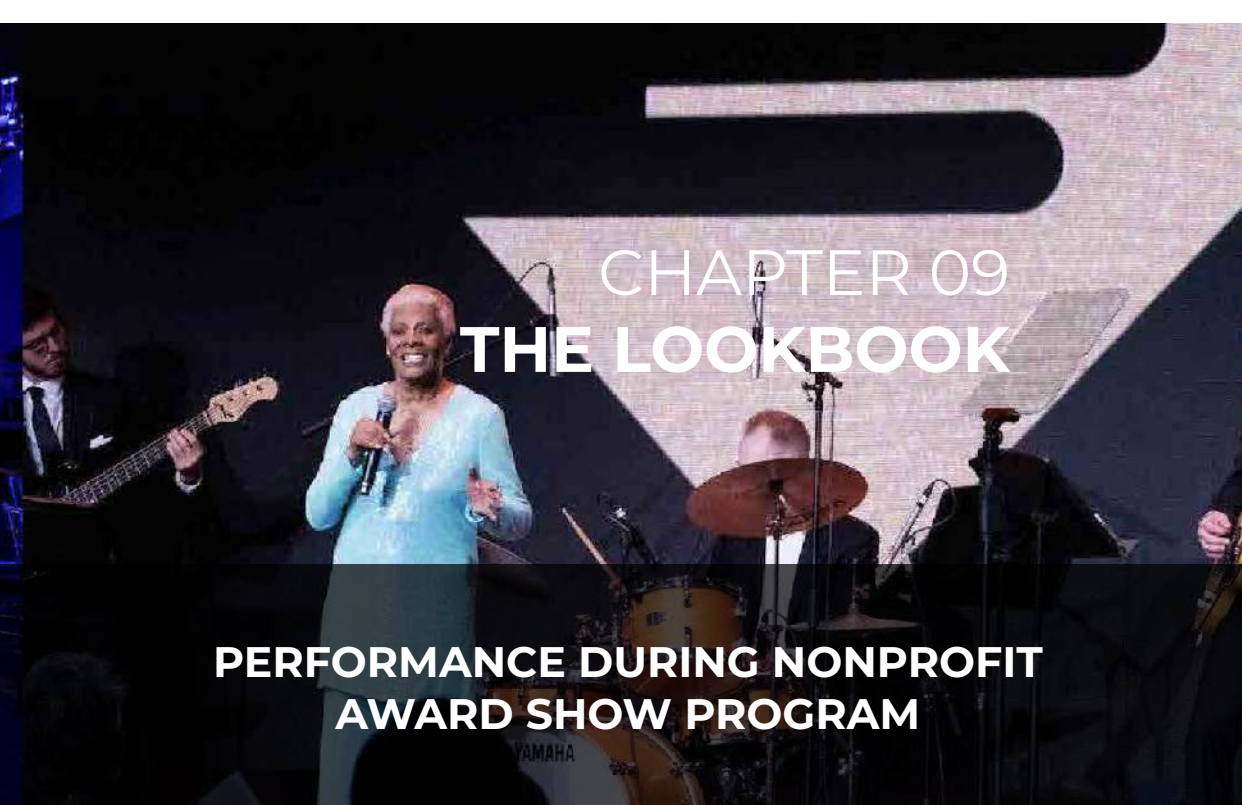


THE LOOKBOOK

# GALAS & BENEFITS



ROOM SET FOR FUNDRAISING DINNER WITH ENTERTAINMENT AND DANCING

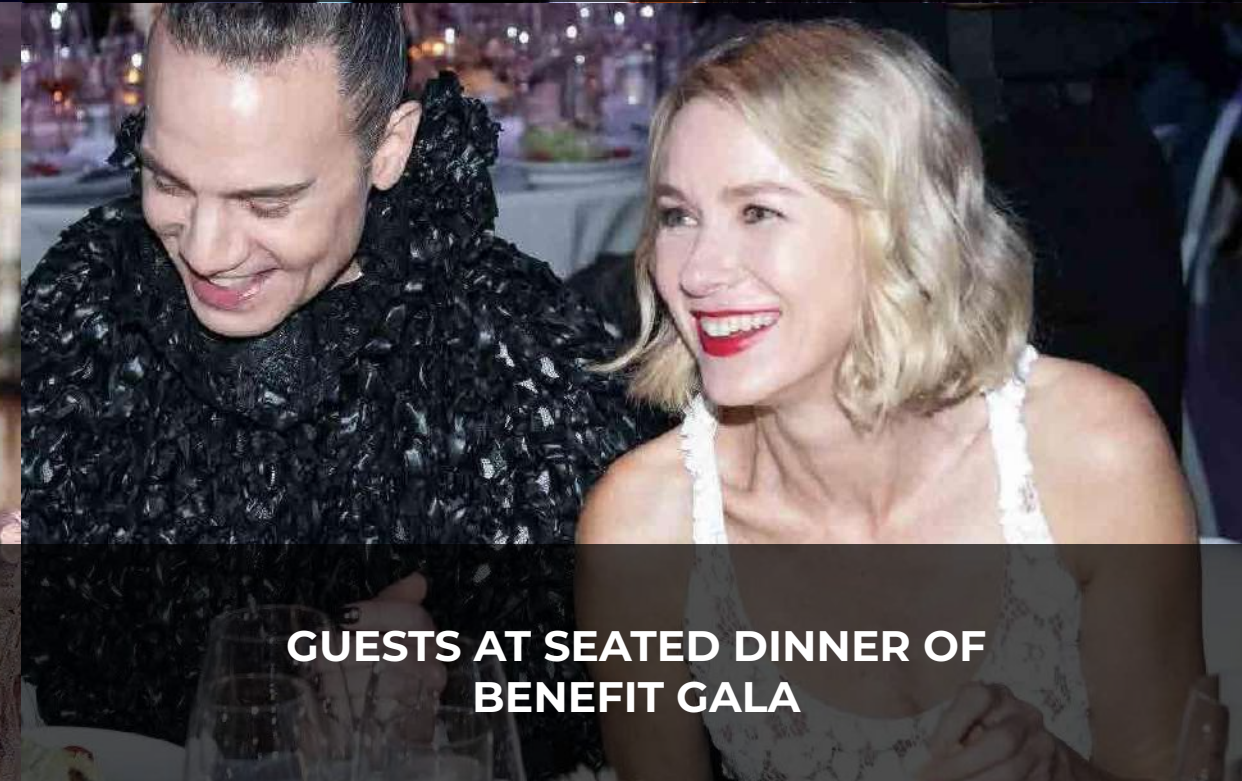


CHAPTER 09  
THE LOOKBOOK

PERFORMANCE DURING NONPROFIT AWARD SHOW PROGRAM



NONPROFIT EVENT UTILIZING HOUSE EQUIPMENT FOR ANNUAL GALA



GUESTS AT SEATED DINNER OF BENEFIT GALA



SEATED DINNER AND FASHION SHOW DURING BENEFIT EVENT

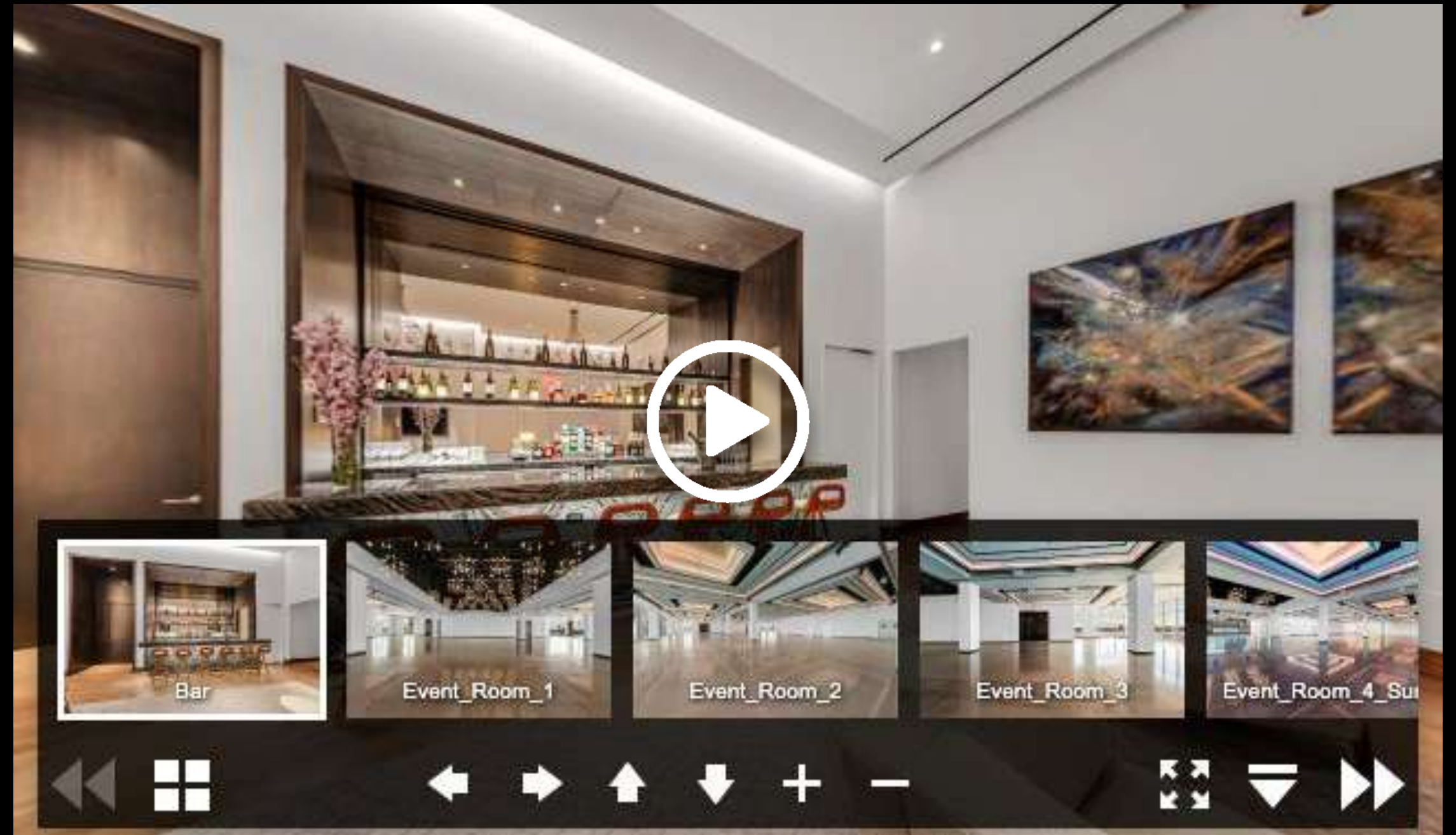


BARS FOR VIP RECEPTION AND PREFUNCTION PROGRAM DURING ANNUAL FUNDRAISER



# VIRTUAL TOUR

EXPERIENCE THE GLASSHOUSE



Click the image above to visit the virtual tour



**THE  
GLASSHOUSE**