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ICS BUILDERS TO BUILD STORE IN MANHATTAN

New York City — ICS Builders has been selected as construction manager for the new RCS Computer Experience store in Manhattan. The \$1.7 million project will total 14,000 square feet on three levels at 575 Madison Ave. The computer and electronics retailer designed the store to provide an interactive experience with the products. The facility will incorporate a new polished steel and Bendheim-glazed glass façade, two new multi-colored escalator towers, and new display cabinets. The project involves partially removing the building's structural steel and removing portions of the building's first and second floors to create an atrium-like space. The store will encompass the first and second floors as well as the cellar level. Architect Global Arch and the storefront designer Grid 2 International are working with ICS on the store.



ICS Builders is constructing the new \$1.7 million, 14,000-square-foot RCS Computer Experience store at 575 Madison Ave. in Manhattan.