

ICS's high-tech assignment



RCS Computer Experience selected New York City-based ICS Builders, Inc. (ICS) as Construction Manager for the construction of the new RCS Computer Experience store in Manhattan.

The \$1.7-million, 14,000 s/f project, located at 575 Madison Avenue at 56th Street, will create a cutting-edge retail space for New York's premier computer and electronics retailer.

The three-story retail facility will incorporate a new polished-steel and Bendheim-glazed façade; two new, multi-colored escalator towers; and new display cabinets.

The project involves partially removing the building's structural steel, shoring up of the structure, and removal of portions of the building's first and second floors in order to create an atrium-like space and angled floor plans.

The completed facility will encompass the ground floor, second floor, and cellar level.

ICS is responsible for all pre-construction and construction activities, including value engineering; selection of

subcontractors; construction of the storefront and façade; structural work; interior fit-out; and installation of all MEP systems.

According to ICS Executive Vice President and COO Micheal Nicholson, "The project team is addressing multiple challenges, including compressing a 12-week schedule into six weeks, and managing complex construction activities while 30% of the space is still operating as a retail store."

In addition to ICS Builders, Inc., the team includes the architect Global Arch and the storefront designer Grid 2 International.

RCS Computer Experience has an established reputation as one of the finest computer retailers in New York City.

The Madison Avenue store will be the first computer and electronics venue to go beyond showcasing individual products.

Instead, the customers will find an environment that demonstrates how devices interact with each other – at home, while traveling, and in the office.