

Landow Architects Announces Renovation Of William Greenberg Desserts

Landow and Landow Architects is pleased to announce the start of the renovation on the much-loved William Greenberg Jr. Desserts located at 1100 Madison Avenue between 82nd and 83rd Streets in New York.

Led by Landow architect, Marc Landow, the renovation of the shop includes the replacement of all finishes, including a new mosaic tile floor and tin ceiling. All current fixtures will be replaced with white bead board and glass cabinets with Carrera Marble counter tops. New lighting will be composed of Prisma Optalum fixtures in red glass. The old aluminum storefront will be replaced with a new raised panel wood and glass storefront. A new air conditioning system will be installed as well.

Opened in 1946, William Greenberg Jr. Desserts has become a New York City classic, especially known for their famous Black and White cookies. The appearance of this 680 sq ft bakery is about to change, but the tradition is continued with the same bakers and designers employing the original recipes.

With an extensive roster of successful projects throughout the region and a team of experienced and creative design professionals, Landow and Landow Architects continue to build a strong reputation for highly personalized service, creativity, and design innovation.