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Landow and Landow Architects Announces Completion of Renovation of Legendary William Greenberg Jr. Desserts

Posted By [Susan Piperato](#), 11/16/09

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NEW YORK, NY—Landow and Landow Architects announces the completion of the renovation on the much-loved William Greenberg Jr. Desserts located at 1100 Madison Avenue between 82nd and 83rd Streets in New York. The renovations began on July 6 and continued through August 31. During this time, the bakery relocated to a temporary location next door.

Led by Landow architect, Marc Landow, the renovation of the shop included the replacement of all finishes, including a new mosaic tile floor and tin ceiling. All fixtures were replaced with white bead board and glass cabinets with Carrera Marble counter tops. New lighting composed of Italian designed Prisma Optalum fixtures in red faceted glass was installed. The old aluminum storefront was replaced with a new raised panel wood and glass storefront. A new air conditioning system was 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 has changed, but the tradition is continued with the same bakers and designers employing the original recipes. For more information please call (212) 744.0304 or visit www.wmgreenbergdesserts.com.

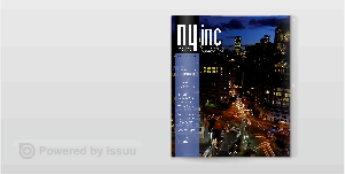
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