AMERICAN RADIATOR BUILDING, NEW YORK
Later the AMERICAN STANDARD BUILDING

CIBSE Heritage Group
Georgia O’Keefe’s noted 1927 painting

**AMERICAN RADIATOR BUILDING**
The American Radiator Building was, and probably still is, the largest and most elaborate headquarters ever built for any manufacturer of heating equipment. It was designed by the architect Raymond Hood and built in 1924. Now a landmark skyscraper, it is located at 40 West 40th Street, in midtown Manhattan, New York City. The building’s structural form is said to be based on an unbuilt competition entry for the Tribune Tower “augmented with a strong use of colour,” combining “Gothic and modern styles.” The façade uses a combination of black and gold bricks with unusual ornamentation and sculptures. In 2001, the building was converted to a hotel.
Note the coal-fired boiler plant and radiator show rooms
The building was refurbished in the 1970's
REFERENCES AND PHOTO SOURCES


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Ideal House, Great Marlborough Street, London built in 1929 with a black and gold façade, mirroring the New York original, as the UK headquarters of the American Radiator Company.