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LaSalle completes 110 High St. lobby renovation

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Boston, MA LaSalle Investment Management completed the new 110 High St. lobby project within 50 Post Office Sq. (50 PO), a Class A office tower located in the city's Financial District. Following its purchase of 50 PO in 2015, the firm embarked on a multi-faceted capital enhancement plan that has delivered a new lobby and High St. entrance designed by Elkus Manfredi Architects, and features a first-of-its-kind 100-foot digital Boston Media Band Experience that is programmed with three digital art modes that react to traffic in the lobby in a variety of interactive ways. Created by ESI Design, the media band is designed to extend the experience of the building into the street, while bringing the energy of the city inside.

110 High St. lobby project team included: Elkus Manfredi Architects, Turner Construction, JLL, ESI Design, Electrosnoic, Dimensional Communications, Inc., AV&C, Arbitrarily Good Productions, Halvorson Design Partnership, McNamara / Salvia, Inc., C3 – Commercial Construction Consulting, Inc. and Van Deusen Associates (VDA).

At 110 High St., LaSalle signed a 117,000 s/f lease with Medidata Solutions.

Dave Martel and Gil Dailey of Newmark Knight Frank represented LaSalle, and Lisa Kiell and Kelly Lockberg of JLL represented Medidata Solutions for the lease agreement.

Members of Medidata's SHYFT Analytics division will immediately occupy the space. SHYFT Analytics is the leading platform for commercial and real-world data analytics with products designed specifically for the pharmaceutical, biotech, and medical device industry. Medidata and SHYFT have plans to continue to grow in Boston. The building's occupancy now stands at 100%.

Kristy Heuberger, head of U.S. asset management at LaSalle, commented: "We are very pleased that our 50 Post Office Sq./110 High St. building has been able to capture both Boston's rich history and bright future through its diverse tenant base and unique designs. We are equally excited to welcome our new tenant, Medidata and SHYFT, to 110 High St. as well, as they will bring a vibrant presence and energy that will complement the building's marquee location in the Financial District."

Mark Sardegna, principal at Elkus Manfredi Architects, added: "Elkus Manfredi Architects is honored to contribute to the re-invention and newest chapter of this majestic Art Deco icon. This new environment blurs the lines between indoor and outdoor to showcase the interactive media experience and engage the tenants, visitors and the community. It's a project that embraces history while stepping with confidence into the future of our city."

Edwin Schlossberg, president & principal designer of ESI Design, said: “Our goal at 110 High St. was to transform this iconic building’s new entrance into a unique experience. The Boston Media Band centers on the flow of the city and activates the lobby, plaza, and surrounding streetscape with movement and personality. The first and largest installation of its kind in Boston, it responds to the presence of people with moments of surprise and delight. By breaking the barrier between inside and outside, the installation broadcasts the building’s new identity to the street and draws people in.”

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