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It was with panache and a distinctive Big Apple flair that the New York office formally celebrated its relocation to the World Trade Center, marking the event with not one, not two but three separate receptions — one for clients and other guests, the second for alumni and a third for families of DH&S people. On the other hand, seen in perspective against the time and planning required for moving a practice office of almost eight hundred people without seriously interrupting the normal flow of professional activity, and the awesome size of the World Trade Center itself, the three receptions held last fall were certainly in scale.

Pat Waide, partner in charge in New York, began talks with the Port Authority of New York and New Jersey, owner of the World Trade Center, almost two years earlier. Before moving to the WTC the office had been located at Two Broadway, near Battery Park at the southern tip of Manhattan Island. It had been there for some twenty years, and the decision to move was not an easy one. However, the New York office had simply outgrown its Two Broadway facilities and expansion at that site was not practical.

Although the trend among Big Eight firms in New York City has been to abandon the downtown financial center for office locations in the business district further north, Pat opted for the World Trade Center. His reasons were outlined for those in the New York office in a memorandum issued in October 1978. They included the fact that the move to the WTC would emphasize the international scope of the New York practice and underline the firm's involvement in the expanding role of international commerce in the commercial life of New York City. Pat pointed out in the memo that more than 50 percent of the total service hours of the New York office involve clients with important international operations. In addition, he said, the decision reflects the firm's recognition that the downtown financial district is the principal international trade center of New York and our conviction that it will remain so.

The massive scale and complexity of the World Trade Center required certain
adjustments, both physical and psychological, on the part of DH&S personnel. Once the announcement was made that the move was definite, a continuous stream of news kept everyone informed of progress. Articles about the move appeared regularly in 600 Minutes, the office newsletter edited by Joe Delaney, memos were circulated, and diagrams, photos and drawings were posted in the office.

Even for New Yorkers the twin towers of the World Trade Center; with their multileveled complex of shops, services and restaurants and, at least to the initiate, bewildering system of elevator banks, can represent a challenge to the spirit of adventure. Each tower floor is about an acre in size, and the WTC boasts some nine million square feet of rentable office space.

Because of its massive size and the number of people who work in or visit the center daily, the elevators use a three-tier system that treats each tower as, in effect, three separate buildings placed one atop the other. Elevators in the main lobby go only so high; those wishing to journey to additional heights must change elevators in what is called a skylobby.

The World Trade Center has some fifty shops and services in the enclosed concourse, one level below the plaza, making it the largest enclosed shopping mall in Manhattan. Additional shops and services are located on other floors. The main plaza outside is almost five acres, or about the size of four football fields, while there is enough underground parking space to accommodate 2,000 cars — and the garage invariably is filled early in the morning every work day. The center provides direct access to three New York City subway lines and to the Port Authority Trans-Hudson (PATH) system to New Jersey, and includes, among its services, twenty-two restaurants ranging from hot-dog stands to Windows on the World with its spectacular view from the top of One World Trade Center.

The move from Two Broadway to the World Trade Center was scheduled for a hectic three-day period beginning on a Friday and running through Sunday in the latter part of March, always a tricky time in New York City from a weather point of view. And despite the best efforts of Pat Waide and Alex Smith, Pat's administrative assistant who supervised the entire project, bad weather in the form of extremely high winds forced a halt to attempts to move furniture and other equipment up to the 99th, 100th and 101st floors, where the New York office is located, and to the 97th floor, site of the Executive Office EDP and Financial Departments. It was not until Sunday that most of the move could be completed, with almost three days' effort telescoped into one marathon session so that people could report to work on Monday morning at the new offices with minimum inconvenience.

Statistics can be intriguing — completion of the new offices required the installation of 50,400 ceiling tiles, 14,000 square yards of carpeting and the use of more than 1,500 gallons of paint. The decor is enhanced by a broad collection of art, some of which was commissioned by the firm. For visitors to the office, however, perhaps the most fascinating moment comes when, gazing out a window at the superb view, you suddenly realize that you have to look down at light planes and helicopters flying past.

Justifiably proud of their office, after the long months required to clean up the small details and the major problems that are a natural part of any project that large, Pat and his management group decided to celebrate by holding an open house for clients and other special guests, alumni and DH&S families. Because of the large number of guests expected to attend and other related factors, one reception for the three groups was not practical, and so it was decided to hold separate affairs.

The first reception, held at the end of the business day on a Friday, was for clients and other guests of the firm. Attendees, who began arriving early, were provided with identification badges in the lobby and taken up to the 78th floor skylobby. There they were escorted by DH&S people across the corridor to elevators that took them to the main reception area of the New York office on the 100th floor.

Meeting guests as they emerged from
the elevators were Charlie Steele, DH&S managing partner, Pat Waide, several members of the firm’s policy committee and partners from the New York office administrative group. Small groups of the guests were then taken on brief tours of certain parts of the office by DH&S staff personnel, starting from the reception area and its large painting titled Terminator. The painting, a New York street scene by Allan Rubin, was commissioned by Pat after he had seen another work of the young artist in the offices of a client. Mr. Rubin was one of the guests at the reception.

After the tour, which included everything from the office of the partner in charge to the recruiting, training and word-processing facilities, guests were escorted to the top of the World Trade Center where the office had taken over the private dining facilities of Windows on the World for the evening. Guests were met with a series of dining areas, where, in keeping with the international theme of the World Trade Center, the foods of different nations were featured. Music enlivened the festivities as guests wended their way from room to room, sampling everything from roast beef, oysters and shrimp to a wide variety of breads, cheeses and wines, and raw fish and squid in the traditional Japanese manner.

The second event, which took place a week later, was the annual party for New York office alumni. This highly re-
garded and popular function was essentially similar to the first in providing a tour of the facilities, followed by a reception at Windows on the World.

The final open house, for families of DH&S people from Executive Office as well as the New York office, departed from the earlier two in spirit as well as format. The grand affair featured (ostensibly for the children) clowns, magicians, balloons and music and was, in effect, an indoor Sunday picnic in the lower concourse of the WTC. Food and drink were supplied for all by one of the restaurants on the concourse level, and those attending were invited to tour the offices, see where everyone worked and view the art collection. The party ran for a full six hours.

How successful was the series of open houses? According to Pat Waide, more than a thousand people attended each of the events to view the offices and meet with DH&S people. In simplest terms, perhaps the success of the open house can best be measured by the number of people who attended, by the outstanding roster of client executives and alumni who came to see the new offices, and by the laughter and joy of the children that special Sunday afternoon.