



MAGNETIC GROUP

BUILDING OUTSIDE THE BOX

By Jan Wilson

How does a construction firm distinguish itself from its competition? Magnetic Construction Group approaches each of their projects by thinking like an owner, and this, says Anthony Genovese, President, has put his firm ahead of the pack.

“Construction techniques haven’t really changed since the construction of the Pyramids,” he says, “and many companies can finish a building, but with a different approach.” We are different because we focus our expertise to assisting the owner and design team achieve their desired goals within the context of the established program.

The Brooklyn-based firm has shown this commitment and attention to detail on projects in a variety of areas, from hospitality, to corporate interiors to the construction of several schools. “We never build the same project twice,” says Genovese. “Each project, even if it’s the same type of structure, has its own unique set of issues, and needs its own approach.”

AN EXPERIENCED TEAM

Genovese founded the firm in 1999, and has a seasoned team of managers working with him. Gabriel Mirkov, who worked with Genovese at a prior firm, is a project executive with over thirty years of experience in the construction industry, has been with Magnetic since 2000; Quinn Waldron, chief estimator, has been working with Mr. Geno-

vese for over twenty years and joined the firm seven years ago. Louis Guzman, a project executive with over 25 years of experience overseeing an array of prominent projects here in the metropolitan area, as well as in the international arena, has been with the firm five years. “We pride ourselves on being hands on, which is reflected in the fact that 80 percent of our business is from repeat clientele—including well-known companies such as TD Bank/Commerce Bank and Scholastic,” says Mirkov.

The team is quick to point out that their experience in the business means that when they are dealing with clients, everyone can get quickly up to speed and on the same page. “Communication is critical,” says Waldron. “When you are dealing with the owner, you need to be able to answer questions and address concerns right away.”

Magnetic Construction prides itself on having completed every job that it started, and being financially stable, which is particularly important in an economic slowdown. “We have never been denied bonding on any program in the past,” says Genovese. “It takes years and a proven track record to achieve that.”

High profile interiors work for **Barnes & Noble** and **Scholastic** helped cement Magnetic Construction’s reputation, and led to a variety of work for private developers as well as public agencies.

LONG-TERM CLIENTS

Mr. Genovese has worked with **Scholastic Inc.** for more than 20 years, and did a complete renovation of their 220,000 SF vintage headquarters building at 555 Broadway in SoHo as well as constructed a new 110,000 SF building for an expansion of their offices at 557 Broadway.

“This project presented numerous challenges, including the construction of a new 10-story building within a 50’ x 100’ footprint surrounded by fully occupied vintage buildings with an adjoining subway line,” says Genovese. The building, designed by Gensler and Aldo Rossi Studios, was completed

“The service and communication that Magnetic Construction provided was above and beyond what you would receive with any construction firm.”

**Gina Bradshaw, Office Administrator/Practice Manager
KCNY Plastic Surgery**

FAR LEFT PHOTO BY TAYLOR CROTHERS

LEFT (from opposite page): Lobby of 930-940 Sylvan Ave. Englewood Cliffs, NJ; TOP LEFT: Karp-Choi Plastic Surgery Reception; BOTTOM LEFT: Crosby Street Hotel West Elevation; BELOW: Out of ground TD Bank prototype; RIGHT: Quinn Waldron, Anthony Genovese, Louis Guzman, Gabriel Mirkov



in 2002. Since then Magnetic has completed several other interior projects for the book publisher.

Commerce Bank (now TD Bank) has been a Magnetic Construction client for over six years. The firm has completed approximately 20 bank branches within the New York City area—a combination of retrofits and new prototypes. In addition, the firm has also completed several sites in the Long Island/Nassau/Suffolk area.

MEDICAL FACILITY EXPERTISE

Working with Stonehill & Taylor Architects, Magnetic Construction completed a fit-out of the **KCNY Plastic Surgery**, which included treatment and operating rooms. “The work on this project includes many high-end finishes,” says Genovese. “The project was publicized in the Business section of the Sunday New York Times in November 2008. We are now in the process of building another medical facility for the same client.” KCNY Plastic Surgery project was completed in 2007.

A HOSPITALITY FOCUS

For Meadows Development, Magnetic Construction completed the renovation of an existing eight-story, 217-room building, which formerly housed a nursing home, into a modern upscale **Ramada Inn**. The project was completed in 2003.

The **Crosby Street Hotel**, scheduled for completion this year, is being built to achieve LEED Gold certification for Firmdale Hotels. The 12-story boutique hotel is scheduled to open in September 2009. During the initial phase of construction, ownership opted to acquire an adjacent property. This in turn, placed the entire construction program into a totally different dynamics. “The building orientation was changed during the implementation of the excavation and foundation work. An extra floor was added, as well as the entire lower floors’ architectural program and use was changed. The challenges presented by these events could not have been met if it were not for the total commit-

ment to team approach embraced by ownership, design and construction management,” states Guzman. “Besides aiming for a LEED Gold certification, Firmdale Hotels placed a tremendous emphasis in energy conservation during the design of the mechanical plant. The mechanical equipment was specified to achieve the highest efficiency rating. A state-of-the-art building management system will monitor and interface the operation of all the equipment to achieve the highest efficiency, thus conserving energy.”

HIGH-END OFFICE CONSTRUCTION

Magnetic Construction was the construction manager for the construction of an office complex in Englewood Cliffs, New Jersey, for the Andalex Group. The scope of work encompassed the construction of two new buildings totaling approximately 120,000 SF to be connected to two buildings in the existing office complex. The design, by the offices of HLW in New York City, included a stately glass lobby linking the buildings together. Work was completed within 16 months on a fast track schedule. “Andalex has been terrific to work with and the communication between our two firms has been great,” says Genovese.

A BRIGHT FUTURE

Magnetic Construction’s financial strength means that it will be able to weather this economic downturn, says Genovese. “Despite this difficult economic climate, we are still able to provide our clients with a full general management team and a committed, experienced staff who will see their projects through to successful completions,” he says. “Since we have such an excellent reputation in the industry, we will be able to maintain our forward momentum, while still pricing fairly.”

He adds that the company is pursuing international work, with one of its developer clients, as well as public agency work. “Since we have experience in many different project types, we also have the ability to go wherever the work takes us.” ■

“They were extremely professional, but on top of that, they were very trustworthy. I would give any one of their projects managers free reign and know they would do the right thing. They delivered the job on time and on budget, and our tenants were in place ahead of schedule.”

Alexander Silverman, COO, The Andalex Group