

250 E HOUSTON STREET

- NYC, NEW YORK, USA

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Nawkaw[®]
ARCHITECTURAL FINISHES INSPIRED BY ART & SCIENCE



THE CHALLENGE

Longtime residents of New York's lower east side have long-since enjoyed the familiar sight of a local red building and its unique autocratic statue. 250 E Houston, colloquially and formally known as Red Square due in part to its 18-foot statue of Vladimir Lenin, had been a mainstay for decades. However, its aging exterior and a change in owners necessitated a façade change that posed some unique problems to contractors.

While the decision was made early on to vacate Lenin to a nearby building, property managers needed experts who could revitalize the iconic roof-top clock while working to create a final appearance that could stand out in bustling Manhattan.

THE SOLUTION

Nawkaw's Certified Stain Applicators were called in—first, carefully recreating the iconic Tibor Kalman-designed rooftop clock using a custom template from a local company. And while local experts finished the necessary clock mechanics, Nawkaw lightened Red Square by coating the building first in a medium gray Nawtone-K, followed by a second coat of metallic silver Nawtone-K—our mineral-based and chemically-binding inorganic stain.

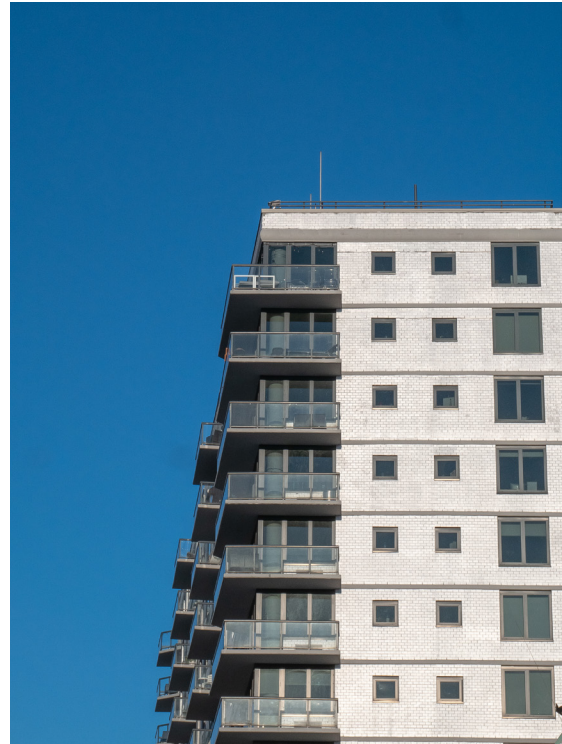
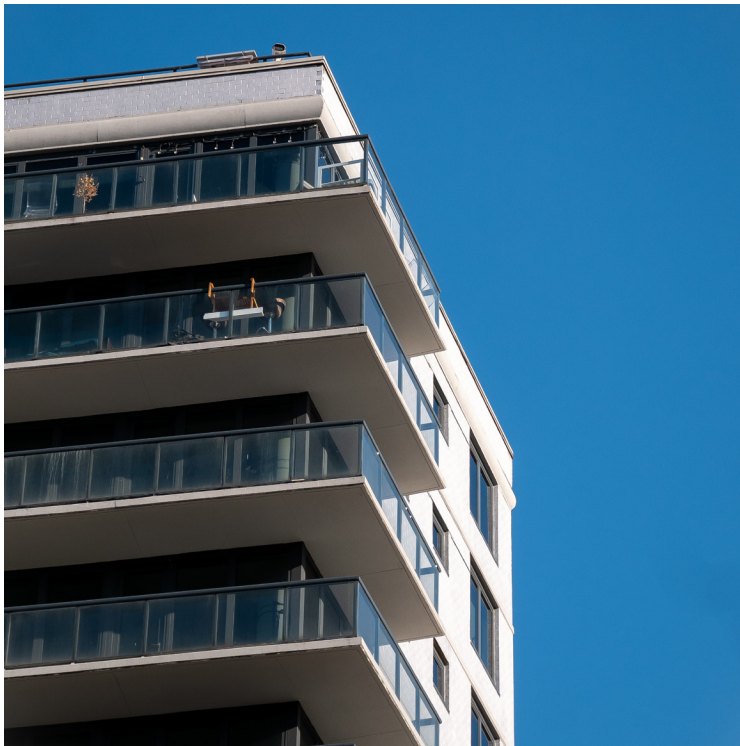
The final aesthetic of the building changes and shifts with the passing New York weather. In the winter months and cloudy days, 250 E Houston appears grayish against the lower east side's surrounding eclectic buildings. It's when the sun comes out that the building truly shines, reflecting a brilliant silver metallic and bringing brightness to what was formally a more shaded street.

Red Square shines a different color these days, but longtime New York residents can still see 250 E Houston's iconic clock—and Lenin isn't too far away, either. Nawkaw's chemically-binding, potassium silicate-based inorganic stain will ensure that this formally red building stays gray, or silver, for generations to come.

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