



CITATION

for Historical Interpretation

NBCUniversal Lobby and Mezzanine Restoration

New York, NY

Cooley Monato Studio

Renée Cooley, Adam Kroll, Natalia Lesniak



Original 1930s
Photo from Client Archive

Located in the heart of Midtown New York, the lobby at 30 Rockefeller Plaza serves as the entryway for NBC television studios and live audiences. The project encompassed renovations of active lobby spaces, the re-creation of a grand staircase that had been lost to time, and construction of a new audience lounge to meet modern needs. This restoration captures the essence of the original 1930s Art Deco design while renewing the space with contemporary elements and technology.

Visitors arriving at the lower lobby are greeted by a custom chandelier of bronze, concentric rings, which integrates LED uplights, surrounded by a cove. A larger chandelier of similar design draws visitors up the grand staircase to the mezzanine where it is the centerpiece. Adding to the majestic feel of the mezzanine rotunda, a perimeter cove highlights bronze mirror walls without reflecting onto video screens, and keeps viewing within comfortable contrast ratios.

Cooley Monato's lighting restores the original Art Deco design while incorporating state-of-the-art technology – helping establish 30 Rock as a modern center for creative media.

“The lighting plays an important role in recalling the elegance and warmth of the historical Art Deco era, while also creating an enlivened modern environment.”
—Cooley Monato Studio

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“Striking; nice gradation.”
—Lumen Awards Judges