

# JAVITS CENTER ROOFTOP EVENT VENUE



## THE PROJECT

The Javits Center's rooftop venue in New York City stands as an epitome of modern elegance and versatility. Offering breathtaking views of the Hudson River, this glass pavilion and outdoor terrace have become a sought-after destination for private events of all kinds. To make the space more attractive and versatile, an innovative solution was needed and ModernfoldStyles, Inc., Renlita's New York partner knew what to do.

While the venue's design successfully integrated the indoors and outdoors, there was a desire to make the space even more versatile. The task was to find a solution that smoothly combined the inside and outside, worked for different events, and let guests enjoy the nearby working farm. This case study highlights how innovative solutions in event spaces can transform the guest experience and redefine event design possibilities.



## OUR SOLUTION

The installation of the S-3000 Foldaway Door emerged as the perfect solution to elevate the venue's adaptability and provide a huge selling point for those high-end events. Positioned on the western side of the pavilion, the door facilitated a direct connection between the indoor event space and the sprawling outdoor terrace. The door's innovative folding mechanism enabled it to be opened or closed based on event requirements, seamlessly merging the interior and exterior spaces.

The addition of the S-3000 Foldaway Door transformed the Javits Center rooftop venue into an even more versatile and enchanting space. Event organizers could leverage the door's flexibility to create immersive experiences that catered to their specific needs. The door's seamless blend of indoor and outdoor elements contributed to the venue's status as a premier destination for private events.

The S-3000 Foldaway Door is unique compared to other options like hangar doors and hydraulic doors. Unlike regular hangar doors, it provides a sleeker and space-saving solution. Hangar doors could block views and disrupt the flow between indoors and outdoors. Hydraulic doors often need more space for equipment, which can be a problem in tight city areas, not to mention the loud hydraulics and the possibility of leaks. The S-3000 Foldaway Door's smart design makes better use of space.



## BENEFITS

### 1. Versatility and Adaptability

The S-3000 Foldaway Door allowed the venue to be easily customized for each event. Whether it was an intimate cocktail party, a corporate conference, a wedding reception, or a product launch, the space could be tailored to fit the occasion.

### 2. Scenic Transition

Placed on the west side, the door allowed guests to enjoy uninterrupted views of the Hudson River, and a working rooftop farm. This scenic transition provided a captivating backdrop for any event, enhancing the overall guest experience and helping to secure event contracts for the space.

### 3. Natural Light and Ventilation

When the door was opened, sunlight filled the pavilion and terrace, making a welcoming and rejuvenating feel. The door's design also allowed for optimal air circulation, contributing to the comfort of guests.

## AT A GLANCE

### CHALLENGES

- Versatile multi-use space
- Clear View

### BENEFITS

- Versatility and Adaptability
- Scenic Transition
- Natural Light and Ventilation

