

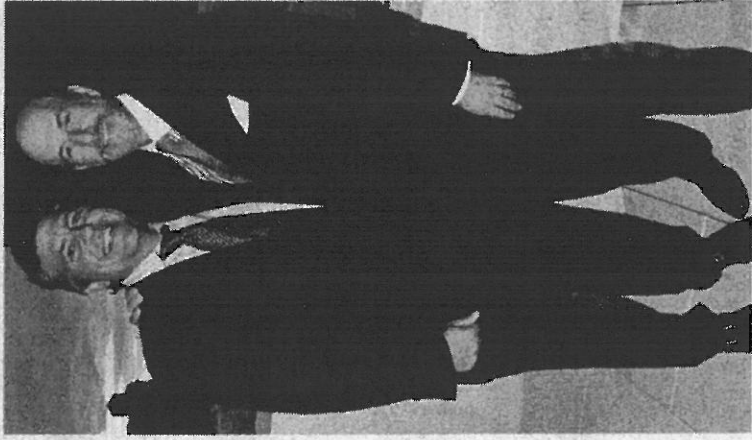
# THE COMMERCIAL OBSERVER

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## THE 100 MOST POWERFUL PEOPLE IN NEW YORK REAL ESTATE

49

David Levinson and Robert Lapidus (44)  
CEO-chairman and president-CIO, respectively, of L&L Holding Company



When L&L Holding Company completed the \$135 million renovations of 200 Fifth Avenue—formerly the International Toy Center—it was the most costly private endeavor of its kind in the city. That the very expensive repositioning happened in 2009 and 2010—at a time when few others were willing to spend that kind of coin—seemed to mirror Messrs. Levinson and Lapidus’ fearlessness in the face of an unsteady economy.