

THE GUIDE TO LUXURY LIFESTYLES IN THE TRISTATE AREA

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The New Culture of Luxury in Top Condos

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The New Culture of Luxury



by Steve Cutler

New Yorkers have always been obsessed with real estate, but what was once a topic of dinner conversation has grown into headline news. The latest luxury condominium in New York City is unveiled with greater fanfare than the new fall fashion week collection. Suddenly, it's as important to know who lives where as who wears what.

The "Lifestyles of the Rich and Famous" lived in mansions far, far away in the '80s and '90s and then went vertical in the early 2000s, with chic new luxury lifestyle condominiums sprouting up all over the city. Luxury was everywhere. In every neighborhood, in every borough, this new culture of ultraluxury living started here — where the money is, as well as the desire, the ambition, the style, and the visionaries.

Louise Sunshine, the doyenne of luxury living, got that New York City was ripe for *real estate as lifestyle*. "All square feet are not created equal," said

Sunshine when she launched The Sunshine Group, the marketing company that redefined amenity-rich, luxury lifestyle living. The two-dimensional high-rise became the three-dimensional tower. And real estate will never be the same again. "Great homes and great art live together," Sunshine said later, ushering in the era of the signature architect, starting with the two Richard Meier towers on Perry Street. Soon after, Sunshine presented works by Philip Johnson (The Urban Glass House), Cesar Pelli (One Beacon Court), Charles Gwathmey (Windsor Park), and David Childs (One Central Park Condominiums at the Time Warner Center).

Ian Schrager brought in Pritzker Prize-winning Swiss architects Jacques Herzog and Pierre de Meuron to design 40 Bond, their first residence in the U.S.

New York has become the showcase for cutting-edge architecture.



World-Class Architects Make Their Debut

Herzog & de Meuron designed the 56 Leonard, a 57-story condominium being developed by Alexico Group. The Tribeca tower will have 145 glass-walled condo residences stacked to form a crisscross sculpture.

Jean Nouvel's 23-story 100 Eleventh Avenue, developed by Craig Wood and Alf Naman, will have an incredibly complex curved glass façade made of 1,650 individual windowpanes in 500 different sizes with varying degrees of transparency.

HL23, the new 14-story glass and steel condominium at 515 West 23rd Street developed by Alf Naman, will be the first high-rise anywhere by

Neil Denari, a celebrated architectural theorist and teacher. The building will cantilever out over the High Line, so that the top of the building looks down on the elevated park.

The first residential building in New York City designed by the revered, iconoclastic Dutch designer and architectural philosopher Rem Koolhaas, the 25-story shiny glass-and-steel 23 East 22nd Street, developed by Slazer Enterprises, cantilevers in seven segments, with the last 10-floor piece hovering 34 feet out over its base.

The first work in New York City by Shigeru Ban, the prolific, revered Paris-based Japanese architect, is called Metal Shutter Houses. The 11-story boutique



350 West Broadway

at 524 West 19th Street, developed by Jeff Spiritos, features a façade composed of motorized roll-up metal screens.

Mexican architect Enrique Norton designed One York Street, developed by JANI Real Estate, a condominium at the southern edge of TriBeCa composed of a new 14-story glass tower grafted to the center core and floated over the top of a seven-story pre-Civil War manufacturing building.

Designer-Branded Luxury Living

Next, developers brought in celebrity interior designers to add chic, high style, and cachet to their new buildings.

Skyline Developers commissioned architect Peter Marino — famous for his interior designs of Andy Warhol's townhouse and the flagship stores for Armani and Chanel — to design 170 East End Avenue.

Known for his objects, furniture, and hotel interiors, Philippe Starck made his debut on a luxury residence in New York with Downtown by Philippe Starck at 15 Broad Street. He followed that with Gramercy on East 23rd Street.

The interiors and finishes of The Lucida, Extell Development's 21-story tower luxury tower at 151 East 85th Street, were designed by S. Russell Groves, known for his interiors for Armani, Ralph Lauren, and Coach.

Eric Cohler created the loft-inspired residences at 8 Union Square South for the Claremont Group and met with each buyer at the boutique condominium to discuss décor options. Cohler was also commissioned by Extell to decorate and design apartments at the Stanhope, now called 995 Fifth Avenue, a conversion designed by the ubiquitous Cetra/Ruddy Architects.

Architect David Rockwell built his reputation on Broadway and movie set designs and fabulous restaurants like Nobu and Cafe Gray before he was commissioned to do interiors for luxury buildings all over Manhattan, including W New York, W Union Square, Trump Soho, and Riverhouse.

Famous for the interiors of iconic restaurants and private residences, designer David Collins has designed his first major residential project, The Charles by David Collins, at First Avenue and 72nd Street, developed by Bluerock Real Estate.

William T. Georgis, known for interiors of private residences and public spaces, such as the lobby at the Lever House, has designed his first condominium, 350 West Broadway for developer Aby Rosen.

Celebrity designer Celerie Kemble created the interiors for the Costas Kondylis–designed 200 West End Avenue, developed by the Clarett Group.

World-renowned interior designer Vicente Wolf created the Baccarat Crystal Lobby and Garden for Place 57, at 207 East 57th Street, known as the Baccarat Building, designed by architect Ismael Leyva and developed by the Clarett Group.

The Total Cultural Lifestyle

The Related Companies' Caledonia on the High Line has an Assouline Culture Lounge, conceived by Assouline Publishing, creator of fine illustrated books, luxury editions, and high-fashion gifts and objects. Assouline opened its first Stateside store last September on the mezzanine level of the Plaza, offering its quality book line, rare vintage classic books and collector's items, cutting-edge special editions on fashion and style, art, photography, and luxury accessories.





The lobby at Platinum

Residents at both 15 Central Park West and 300 East 64th Street are invited to use their library lounges as an elegant backdrop for cocktails and conversation.

The Setai has a spectacular glass-enclosed rooftop library and lounge called Aarias.

The library lounge at 56 Leonard, designed by Herzog & de Meuron, has a polished stainless-steel fireplace, black granite-tiled walls, custom wool carpet, and expansive private terrace.

The drawing room and library at The Charles is a classic English-style space reinterpreted with a modern sensibility. Adjacent to a lush garden, the facilities are available for social events and business meetings.

The Cielo on East 83rd Street and York Avenue was one of the first to provide a family museum membership to buyers, to the Whitney Museum on Madison Avenue.

The Gwathmey Siegel–designed Soho Mews at 311 West Broadway offered membership to the New Museum of Contemporary Art on Bowery.

Some condominiums have become mini museums. Public spaces at Soho Mews feature site-specific works of art, including tapestries by Lisa Yuskavage, carpeting by Kiki Smith, installation work by Kristin Baker, and sculpture by Keith Edmier.

Making a Grand Entrance

No longer merely a pleasant pathway from the front door to the elevator, lobbies have become a mind-blowing feast for the eyes.

The lobby at Platinum, the modern 43-story luxury condominium at 247 West 46th Street, designed by Costas Kondylis, is surrounded by a moat of moving water and contains a 26-foot-long fireplace and mood-enhancing video displayed on 15 feet of matched plasma screens. Shimmering white quartzite and acid-etched glass walls rise up to a double-height wave ceiling.

At Powerhouse condominium in Long Island City, Montreal-based interior architect Andres Escobar created a steel and glass-paneled lobby with double-height ceiling, polished quartz floors, and a glass catwalk with a bird's-eye view from up above.

In the lobby of Downtown by Philippe Starck, the chandelier-obsessed Starck installed a mammoth 1,900-piece, virtually floor-to-ceiling Louis XV fixture — among the largest in the world — with video screens displaying passing residents' faces hanging among the crystals.

Less glamorous, but a giant step for convenience, cold-storage lockers are showing up behind the front

desk at new luxury condominiums to hold Fresh Direct deliveries.

Developer Roy Stillman installed original art by Donald Sultan in the lobby of the Metropolitan, a Philip Johnson–design condominium on East 90th Street.

The Brauser Group, developer of the Garrett Gourlay–designed 100 West 18th Street, has arranged with local galleries to display art by Chelsea artists, of which there are legions, in the lobby of that condominium.

The lobby at 650 Sixth Avenue, a luxury condominium conversion, displays art installations curated by the Jack Shainman gallery. Likewise, the apartments themselves reflect a gallery aesthetic, with white wood floors and wide white walls ideal for displaying artwork.

Interior designer William T. Georgis created the lobby at 350 West Broadway to showcase a George Condo art installation. The lobby also houses “Seabed,” a large ceramic installation by Peter Lane.

Beyond the Gym

A decade ago, a weight room with some treadmills was a hot amenity. That was then.

The Trophy Club bilevel fitness facility at the Laurel at 400 East 67th Street boasts New York’s first on-site Triathlon Training Center with an uninterrupted running, swimming, and biking circuit to provide a full triathlon training regimen.

Related Companies acquired upscale fitness chain Equinox and is bringing the Fitness Lifestyle by Equinox concept into their condominiums, starting with The Caledonia at 450 West 17th Street, which will contain a 30,000-square-foot fitness club and spa.

Elaborate health clubs staffed and managed by American Leisure Corp. at The Platinum, The Setai, Visionaire, and The Powerhouse in Long Island City include an Aqua Grotto, a “social sauna” that encourages residents to mingle in a large whirlpool with massaging waterfall.

The Setai Club and Spa offers treatments, therapies, and revitalizing products from Daniela Steiner’s celebrated European spas.



The Setai Club and Spa



The theater at 56 Leonard

The Edge on the North Williamsburg waterfront, developed by Douglaston Development, will contain 40,000 square feet of indoor and outdoor activities in its two towers, including an indoor pool with outdoor terrace overlooking Manhattan, two fully equipped fitness facilities, yoga studio, multipurpose recreation room, and spa with whirlpool, coed sauna, Turkish steam bath, heat pit, and four treatment rooms.

The fitness center at The Renwick, a new West SoHo boutique designed by architect Ismael Leyva, features a world-class boxing gym with professional training.

Miraval Living at 515 East 72nd Street — basically a live-in luxury spa—features 40,000 square feet of amenity space, including a spa and fitness center with competition-size swimming pool, basketball, racquetball and squash court, private facilities for yoga and Pilates, and a full program of classes and workshops.

Innovations in Apartment Layouts

Once found exclusively in big houses in the country or sprawling lofts in SoHo, The Great Room in condominiums all over Manhattan do the grand living spaces in prewar apartment buildings one better. The large spaces combine the living room, dining room, and kitchen to give apartments great breadth and an expansive feeling.

Some designers do away with divisions everywhere (except the bathroom). The floor-through apartments at Shigeru Ban's Metal Shutter House contain rooms framed by "disappearing" translucent sliding glass panels that slide into built-in pockets in the side walls.

Designed by Jade Jagger of YOO, the luxury condominium Jade at 16 West 19th Street makes efficient use of its small apartments by employing specially designed "pods" near the center of the living room. The pod contains the bathroom, kitchen, washer/dryer, and closet on each of its four sides.

Apartments in Rem Koolhaas's 23 East 22nd Street that jut out where the building cantilevers have glass floors — "floor windows," he calls them — ranging from eight to 12 feet in the living room or kitchen. Anyone near the window is treated to a view straight down onto the street below.

Bathroom Innovations

The master bathroom in the penthouse at the low-rise Enclave on Ninth Avenue in West Chelsea has a freestanding "Tea for Two" soaking tub right up against the floor-to-ceiling glass window-wall. Not for the fainthearted.

The bathrooms at 166 Perry, a boutique condominium designed by Hani Rashid and Lise Anne Couture of Asymptote Architects, have electronic



Metal Shutter House

glass walls in the bathroom that turn from opaque to translucent at the flick of a switch.

Palaces in the Sky

The four-story, 6,100-square-foot penthouse at Rem Koolhaas's 23 East 22nd Street has its own roof deck with swimming pool with an acrylic bottom. The pool serves as a kind of aquatic skylight for the grand room just beneath it. The penthouse will be listed for \$55 million.

The triplex penthouse at the Plaza Hotel, which sold for \$56 million, combines a duplex and a triplex to create a 9,200-square-foot residence with inside elevator and a 500-square-foot terrace on Central Park.

The largest duplex penthouse at The Enclave is completely enclosed in glass and has two terraces — altogether 2,000 square feet of outdoor space — with views of the interior garden and beyond to the Empire State Building.

The 3,500-square-foot three-bedroom penthouse at The Setai features a two-sided fireplace, retractable wall of glass windows, private sauna room with Jacuzzi, wet bar, Gaggenau wine case, electronic metal blinds, and a deluxe A/V package with six LCD TVs with blu-ray disc players and a surround-sound system.



The theater at 23 East 22nd Street

The \$22 million, 4,700-square-foot, four-bedroom penthouse at the Jean Nouvel–designed 100 Eleventh Avenue contains 175 feet of continuous west-to-south glass frontage and two wood-burning fireplaces, plus a private 3,700-square-foot rooftop terrace separated into glass-walled outdoor rooms, including a kitchen area, dining area, lounge, and screening room.

Reel Splendor

Some new luxury condominiums have private theaters a Hollywood studio head might envy.

Owing to a special arrangement with top entertainment agency CAA, the theatrical complex at 23 East 22nd Street will have a professional stadium-style, multitiered theater with bar and lounge areas. The seats will look onto the soaring glass front on 22nd Street, until a screen drops down for film showings.

The 20-seat screening room at 15 Central Park West was designed by private theater designer Theo Kalomirakis.

The theater at 56 Leonard opens for outdoor screenings in summer months and features 25 reclining seats and an adjoining terrace and children's activity space.

The Great Outdoors

The true luxury in New York City is open space. Courtyards, many of which are designed by renowned landscape architects, have been getting larger. Some new developments have acres of green space at their doorstep.

One Brooklyn Bridge Park at 360 Furman Street is the first condominium to open within the 85-acre Brooklyn Bridge Park, which will stretch along the waterfront between the Brooklyn and Manhattan bridges. Designed by landscape architects Michael Van Valkenburgh Associates, the park will have four miles of floating and fixed walkways and boardwalks and 40 acres of recreational space, including nine acres of sports fields and playgrounds and 12 acres of water for kayaking and canoeing.

On the High Line

The abandoned High Line elevated railway, stretching between West 14th and West 34th Streets, is being converted to a verdant landscaped park. Some new West Chelsea buildings have the park right at their doorstep.

The Caledonia, at 450 West 17th Street, designed by Handel Architects and Clodagh Design and developed by Related Companies, is one of the first luxury condominiums with direct access to the High Line.

Designed by Della Valle Bernheimer, 245 Tenth Avenue, a dramatic 11-story glass and stainless-steel condominium right at the edge of the High Line, features a second-floor terrace and lounge from which residents can gaze at the park.

Annabelle Selldorf's 520 West Chelsea enjoys stairway access to the High Line.

Neil Denari's HL23, which cantilevers over the park, will give some residents a view straight down to the greenery.

Higher Tech

Electronic innovations have entered the oh-my-God phase.

The Renwick, a boutique condominium at 15 Renwick Street designed by architect Ismael Leyva, gives owners full control of the lighting, motorized shades, heating, air-conditioning, and Bang & Olufsen home theater through an in-wall touch screen in the home — or a mobile phone, Blackberry, or iPhone from anywhere.

The En-Suite Sky Garage System at 200 Eleventh Avenue lifts residents *in their cars* to exclusive parking spaces right outside their apartments. As the owner drives into the building, sensors and monitors at the elevator's entrance recognize the car and direct it into the elevator and up to garage rooms adjacent to the residence.



One Brooklyn Bridge Park



Wine cellar at The Setai



Private dining room at The Setai

Five-Star Living

Featuring celebrity chef Shaun Hergatt, The Setai contains the SHO restaurant, which provides service in a private dining room and wine cellar or in the home.

At The Charles, award-winning in-house sommelier Jean-Luc Le Du, formerly of Daniel, will assist residents with their private wine collections.

One Central Park's residences can order from an amazing array of restaurants at Time Warner Center featuring celebrated chefs Thomas Keller, Michael Lomonaco, Masayoshi Takayama, and Marc Murphy.

The Green Revolution: Once a Trend Now the New Standard

Developers and architects have embraced principals of green construction, ensuring that the future of luxury living in New York includes a healthy lifestyle while aiding the planet. The new green buildings provide clean air and water for residents, conserve natural resources, reduce carbon emissions and waste, and lower energy costs. With increasing numbers of residential buildings coming up LEED-certified, New York is leading the nation in green living.

The first green condominium in New York City came up in Harlem, at 1400 Fifth Avenue. Completed in 2004 by Harlem-based Full Spectrum, 1400 on 5th features geothermal heat and AC systems, EnergyStar appliances, low-flow fixtures, smart temperature controls and oversize high-performance windows to maximize daylight.

Millennium Tower Residences at 30 West Street in Battery Park is one of the first condominiums in the city to earn LEED Gold status. Each of the residences receives filtered, humidified air.

Designed by Pelli Clarke Pelli and developed by the Albanese Organization, the 33-story, full-block Visionaire at 70 Little West Street is the first condominium in Battery Park City with LEED Platinum certification.

Another Gold-certified condo in Battery Park City, the 31-story Riverhouse at One Rockefeller Plaza, is sheathed in an energy-saving double-glazed curtain wall that provides floor-to-ceiling views while ensuring greater energy efficiency.

The Lucida, 151 East 85th Street, designed by Cook + Fox and developed by Extell Development, is the first LEED-certified green building on the Upper East Side.

Also on the Upper East Side, The Laurel, at 400 East 67th Street, developed by Izak Senbahar and Simon Elias and designed by architects Costas Kondylis and Brian Callahan, is being constructed to achieve LEED certification.

Another Full Spectrum luxury condominium in Harlem, designed by Frederic Schwartz, The Kalahari, at 40 West 116th Street, is comprised of two 12-story buildings connected with a garden. The Kalahari utilizes wind-generated energy and solar panels to supply 25 percent of its energy.

Coming up on the Upper West Side, The Harrison at 205 West 76th Street, developed by The Related Companies and designed by Robert A.M Stern, is expected to be certified LEED Silver.

Douglaston Development's Edge on the North Williamsburg waterfront will be the largest residential project in Brooklyn to earn LEED certification.