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Far left, the exterior of MiMA; above, the pool. Above right, the basketball court, and right, the game room.

## NEW KID ON THE BLOCK

MiMA brings you the best of the new luxury market • *By Rachel Morgan*

**T**here's a new development on the West Side—and it's more than just a luxury living high-rise.

Related Development's newest venture, the 63-story MiMA—named after its mid-Manhattan location—boasts not only rentals and condominiums, but the development itself also houses the Frank Gehry-designed Signature Center, opening in early 2012, home to Signature Theatre Company; a YOTEL New York designed by David Rockwell; and more than 20,000 square feet of public space that can be used for dining, meetings, events and the like. MiMA also boasts the largest outdoor terrace in Manhattan, along with ground-level retail.

"You have a unique development in Manhattan, where you have residential, culture, and retail space, and hotel, within a total city block," said Daria Salisbury, senior vice president of

Related Companies. "We have over an acre of amenity space."

Salisbury said that when discussing MiMA before its inception, Related really thought about what the area and renters and buyers would want.

"When we set out to build this building, we were really thinking, 'What does this building need? What sort of lifestyle does this building offer?'" she said. "It's a very comprehensive lifestyle aspect of the building."

In terms of living areas, MiMA has two options—MiMA Rentals on floors 7 to 50, and One MiMA Tower, consisting of condominiums, featuring "Five Star Living," on floors 51 to 63.

The building itself is green—once completed, it is expected to have LEED certification and the newest environmentally friendly features.

And don't forget about the gym. MiMA's 44,000-square-foot M Club boasts an Equinox fitness center, a heated indoor lap pool, a boxing room, full-size basketball and volleyball

courts and even outdoor space perfect for entertaining—private dining pods, outdoor barbecue, three terraces and catering kitchens.

Don't worry, your pet won't be left out of the mix. All their needs can be met at MiMA's Dog City, MiMA's unique take on caring for urban four-legged friends. Dog City includes

something about pets?" and created Dog City. Dog city is its own entity. [In it] you will be able to coordinate pet visits, plan play dates, get dog grooming, use the outdoor area for dogs."

But this isn't your average run-of-the-mill pet groomers.

"It's full-service spa for dogs," Salisbury said. "We've had a very, very

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a pet spa with indoor and outdoor playing areas, grooming and training facilities, in-home feeding, walking services and even scheduled puppy play dates.

"We knew a lot of our residents are very concerned about pets," Salisbury said. "We are pet friendly. We thought about this and said, 'Why don't we do

positive reaction to Dog City, because your pets become your family."

When you decide to move in, MiMA can help with that, too, providing a move-in coordinator who will help you find the best movers and even help you set up all your gadgets once you're in your new pad. Sounds like the best new place in town, if you ask us.

