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REAL ESTATE

MAD LIVING

one madison



Text by Bonnie Clark

Who says there's no such thing as a fairytale ending?

For One Madison, a slender, modernist high-rise whose fortunes have ebbed and flowed under the prevailing winds of the turbulent real-estate market, happily-ever-after couldn't be sweeter.



Only four years after the original developer filed for bankruptcy, the newly redeveloped One Madison is quite literally the hottest building in town, the preferred choice of both mega-moguls and celebrities, including Rupert Murdoch, who plunked down a total of \$57.25 million for the 6,850-square-foot triplex penthouse plus a three-bedroom, full-floor unit on the 57th floor; and power couple Tom Brady and Giselle Bündchen, who spent \$14 million on a full-floor, three-bedroom unit on the 47th floor.

Whether One Madison is selling in spite of its troubled past or because of it – as in, ‘there is no such thing as bad press’ – one thing is clear: the building is phenomenal.

Rising 60 stories above ground level, One Madison is a majestic presence in the low-density Madison Square Park neighborhood, providing unobstructed river-to-river-to-sea views. From the upper floors, residents have jaw-dropping views of some of the most iconic New York landmarks: the Empire State Building, the MetLife Tower and the greenery of Madison Square Park below.

Designed by Cetra Ruddy, One Madison is a contemporary bronze glass tower with interspersed pods of white glass that make the structure appear as if it is floating above the city.

The striking exterior is matched only by the expansive loft-like interiors, where the breathtaking floor-to-ceiling windows leave no doubt that the main attraction is the cityscape. Most rooms throughout the spacious full-floor apartments feature two entire walls of glass, flooding rooms with spectacular and ever-changing light and color.

At One Madison, buyers have the unusual ability to choose between two interior designs. The original developers selected Cetra Ruddy to design both exterior and interiors. But when the building fell into foreclosure, only a portion of the interior units had been completed. The new developer, Related, selected Yabu Pushelberg, an international design firm with a roster of high-profile hotel and restaurant clients, to design the remaining residences, as well as lobby and two full floors of amenities spaces.

Cetra Ruddy interiors exude a sense of warmth, with rich materials such as custom Indian Laurel veneered cabinetry, honed Calacatta Borghini marble countertop and backsplash, and 9-inch rift and quarter-sawn white-oak flooring; Yabu Pushelberg interiors offer a lighter hue, bringing the look and feel of the outdoors inside, with wide plank white-oak flooring in a herringbone pattern, custom Tabu™ gray stained Ayous veneered cabinetry and honed Calacatta Ondulato marble countertop and backsplash.

For the design concept, Yabu Pushelberg was inspired by a classic townhouse, offering a modern interpretation that features an uptown-meets-downtown design sensibility. Interiors accentuate the incredible 360-degree views, which play an outside role in almost all elements of the design, from placement of furniture to positioning of kitchens and bathrooms.

According to Glenn Pushelberg, partner at Yabu Pushelberg, coming in to an already-completed space served as a benefit, giving the team an unusual degree of insight. In relation to the Cetra Ruddy apartments, Pushelberg said the goal was to present a wholly distinct design concept.

“It was important to design conceptually in contrast to those (Cetra Ruddy) apartments,” Pushelberg said. “Our role was ultimately to offer the buyer alternatives.”

A highlight of the building is the Yabu Pushelberg-designed amenity spaces, comprising more than 10,000 square feet of prime real estate. Located on two floors, the One Club features great room with lounge and dining room, parlor, screening room and butler-staffed catering kitchen, along with fitness level with state-of-the-art fitness center, yoga room, 50-foot indoor pool, spa with glass-enclosed steam room and children’s playroom. Additionally, a One Madison attaché is available to assist residents with managing their everyday needs. Residents enter One Madison via a discreet building and lobby entrance on 22nd Street. Designed by BSK Architects, the building – which also contains two townhouse units – reflects the historic



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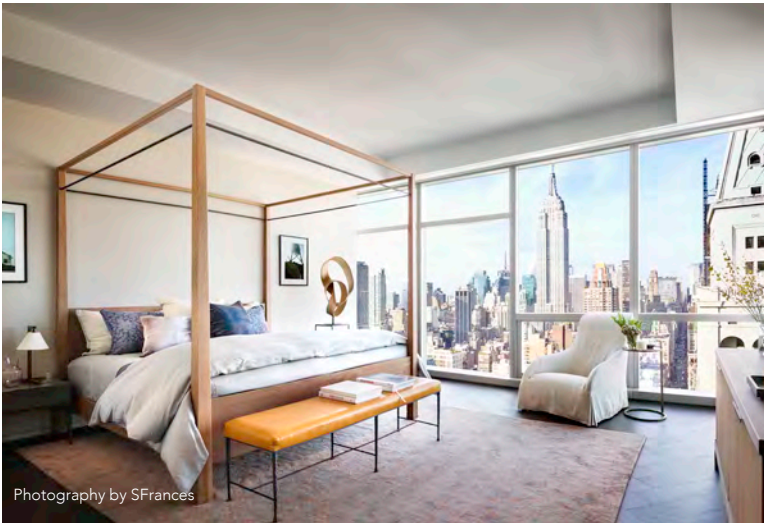




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character of the building and is a far more modest figure as compared to the previously conceived Rem Koolhaas-designed companion building.

Inside, the Yabu Pushelberg lobby features a mix of contemporary and dramatic elements, including rich book-matched marble walls, sculptural elements and a slender water feature that casts light and shadow behind tall wood columns and a soft mosaic-patterned custom rug.

One Madison is ideally situated between downtown and uptown, in close proximity to art galleries of Chelsea and acclaimed world-class restaurants, as well as the splendor of the surrounding Madison Square Park. ■

LOBBY | For Pushelberg, the lobby represented one of the most challenging – and rewarding – aspects of the project. “The vast lobby, which we subdivided into a series of spaces, is quite unusual in New York City,” Pushelberg said. “We created a graceful gallery-like environment that transitions to a more intimate grand-home-like scale on an amenity level.”

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