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## Curbed: Related sells the "Hudson Yards Experience" at its tech-forward sales gallery

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<http://ny.curbed.com/2016/12/6/13855464/midtown-west-15-hudson-yards-sales-gallery-tour#0>



*Inside the Hudson Yards Experience Center Nikolas Koenig*

More than a decade after the rezoning that created the Hudson Yards Special District, real signs of a neighborhood are starting to emerge on Manhattan's far west side. The megaproject welcomed its first actual tenants when 10 Hudson Yards, home to Coach and L'Oreal, among other brands, finally made its debut in May.

Just a few months later, sales launched for 15 Hudson Yards, the megaproject's first residential tower; the building, designed by Diller Scofidio + Renfro in collaboration with the Rockwell Group, will be home to 285 pricey condos when it opens in a couple of years. Naturally, Related Companies has also created a sales gallery to entice the (presumably very wealthy) buyers who're clamoring to live within the skyscraper, and Curbed recently got a peek inside.

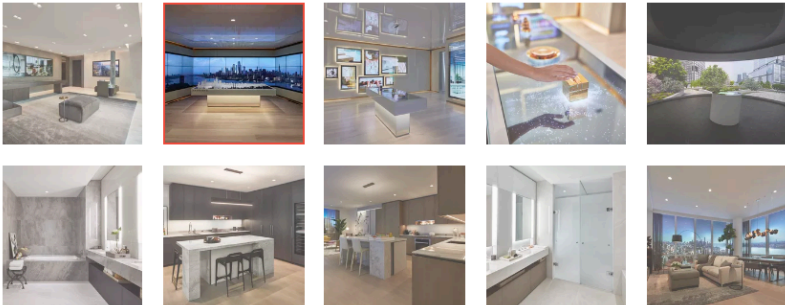
Related is calling the whole shebang "the Hudson Yards Experience Center," melding both the traditional sales gallery vibe (model apartments, tiny replica of the building) with digital, um, experiences that offer a more thorough glimpse at the completed megaproject.



The 18,000-square-foot space is located on the 24th floor of 10 Hudson Yards, with pretty stellar views to the south (including Zaha Hadid's in-progress condo on 28th Street), as well as an aerial overlook of the site where 15 Hudson Yards is currently rising. It's separated into a few parts: there's a model of the entire megadevelopment, along with spaces that show off the apartments' luxurious finishes and amenities, and a short video introducing potential buyers to the entirety of Hudson Yards.

But the developer is selling the neighborhood-to-be as much as the multi-million dollar condos within 15 Hudson Yards itself, and without much of an actual neighborhood in place—the megaproject’s shops, cultural elements, and parks are all due to open in a couple of years—a little imagination is required to envision the far west side of the future.

This is where David Rockwell once again comes in: the LAB at Rockwell Group created the gallery’s multimedia components, including an interactive 360-degree panorama with tons of renderings of Hudson Yards’s public spaces, including the Shed and Thomas Heatherwick’s Vessel. Other displays are more about placemaking, showing Hudson Yards’s place within the so-called “cultural coast” that encompasses the Meatpacking District, Chelsea, and Hell’s Kitchen (according to Related, anyway).



The idea is to show off the Hudson Yards “lifestyle,” which isn’t just about the condos; it’s also about the building’s amenities (including a fancy terrace, surrounded by a huge

glass curtain wall, on the skyscraper's uppermost floors), or the development's myriad public offerings, or its expansive new park that connects to the High Line.

That lifestyle, of course, comes at a price: Condos in the building start at \$3.7 million, with prices for the most expensive apartments—the four penthouses at its pinnacle—still TBD. The building also has 106 affordable units, but pricing has yet to be revealed for those.

And it'll be some time before those elements come to fruition: Construction on 15 Hudson Yards is currently underway, with an anticipated completion date of 2018 and move-ins happening soon thereafter. (Coincidentally, Field Condition recently posted some photos of the tower and the Shed in progress, showing how far along the two buildings are at this point.) For now, the photos above will have to serve as the best facsimile.



*15 Hudson Yards and the Shed under construction Field Condition*