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## **Advertising Big Selling Chelsea Penthouse for \$11.45M**



Brandon Ralph, founder and executive creative director of the design and advertising firm Code and Theory, and his wife Adriana Biasi, co-founder of interior design firm Braga Biasi, have put their penthouse duplex at 456 W. 19th St. back on the market — this time for \$11.45 million.

Code and Theory's clients have included Mashable, Vogue, Dr. Pepper, The Daily Beast and Lenny Kravitz. Ralph bought the unit for \$6.77 million in 2011 — down from its \$7.5 million asking price — and then, two years later, put it back on the market for 2013 for \$11.75 million.

He stuck with that asking price until now.

The high-style penthouse is currently listed with his third broker, Emily Beare, of CORE.

The Cary Tamarkin-designed home is 2,829 square feet and comes with three bedrooms, and 3½ bathrooms. It also boasts 1,200 square feet of private outdoor space.

Inside, the home features a double-height living room with 20-foot ceilings and a gas fireplace.

There's also an open chef's kitchen, an upstairs breakfast terrace in the master suite, which also has a spa-like bathroom and views of the Empire State Building.