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## **Rockefeller Center developer reveals first NYC residential tower in Nomad**



*Left: Rendering of Rose Hill; credit: Pandiscio. Right: Still from a video by artist Marco Brambilla, commissioned by Rockefeller Group to emphasize the building's Art Deco influence.*

Formed over 90 years ago to develop and build Rockefeller Center, developer Rockefeller Group has never built a residential tower in its New York City hometown—until now. Their new condominium tower, Rose Hill has just been unveiled along with the launch of the building's teaser site. The 600-foot tower is currently under construction at 30 East 29th Street. The building will be designed by CetraRuddy; first looks show an Art Deco-inspired facade that does not diverge heavily from the architectural style of Rockefeller Center.

The name Rose Hill comes from the 130-acre Rose Hill Farm estate that once occupied this historic section of NoMad. CetraRuddy has designed some of the city's most notable residential buildings that blend modern design with historical elements, such as Walker Tower and 443 Greenwich.

The two first looks at the tower are a Hugh Ferriss-inspired, Gotham City-esque rendering, reminiscent of the legendary illustrator's work with Rockefeller and a still from video art commissioned by Rockefeller Group from the Milan-born video and collage artist Marco Brambilla. The 45-story tower will contain 123 condominium residences and a full slate of amenities.