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## **Rose Hill by CetraRuddy**



Rockefeller Group, founded more than 90 years ago to develop Rockefeller Center and today a leading U.S. owner and developer of premier properties across various real estate asset types, announced that Rose Hill – the firm’s luxury residential tower in the NoMad neighborhood in Manhattan – has commenced sales. Currently under construction at 30 East 29th Street and ultimately rising over 600 feet, the stunning new 45-story full-service condominium building represents a perfect marriage of classic Art Deco architecture with sophisticated homes and a full suite of amenities.

In a historic neighborhood that was once known as Rose Hill – a nod to the 130-acre Rose Hill Farm estate that covered what is now popularly known as NoMad – the building will feature 123 condominium residences. Many residences feature substantial private outdoor space, and a collection of soaring penthouses crown the top floors of the building. Layouts at Rose Hill include a selection of very unique floor plans tailored for a whole new generation of homebuyers, many with unique and inventive flex room spaces that can be customized based on the residents’ needs, and altered as their needs change.



*Rose Hill*

With architecture and interior design by CetraRuddy Rose Hill pays homage to the lively history of historic skyscraper architecture while being a building of the future that has been created for contemporary urban living. The building is eloquently clad in a bronze-tone façade, accented by intricate detailing that frames expansive glass windows. Taking its place among New York's architectural icons and inspired by the Rockefeller Group's landmark developments, decorative lighting will illuminate the tower's base and crown to highlight the building's unique articulation.

Inside, timeless finishes such as rusticated hardwood floors and bronze finished hardware run throughout the residences and are accompanied by soaring ceiling heights, with some exceeding 13 feet, and cinematic views of New York City and the Manhattan skyline. Equipped with state-of-the-art Miele Appliances, the kitchens at Rose Hill feature custom, Italian-made ultra matte dark charcoal cabinetry. The master bathrooms will boast a spa-like aesthetic with Greek Dolomite Honed stonewalls with Breccia Capraia accent shower walls, dark marble radiant heated floors and large soaking tubs in the Penthouse residences.



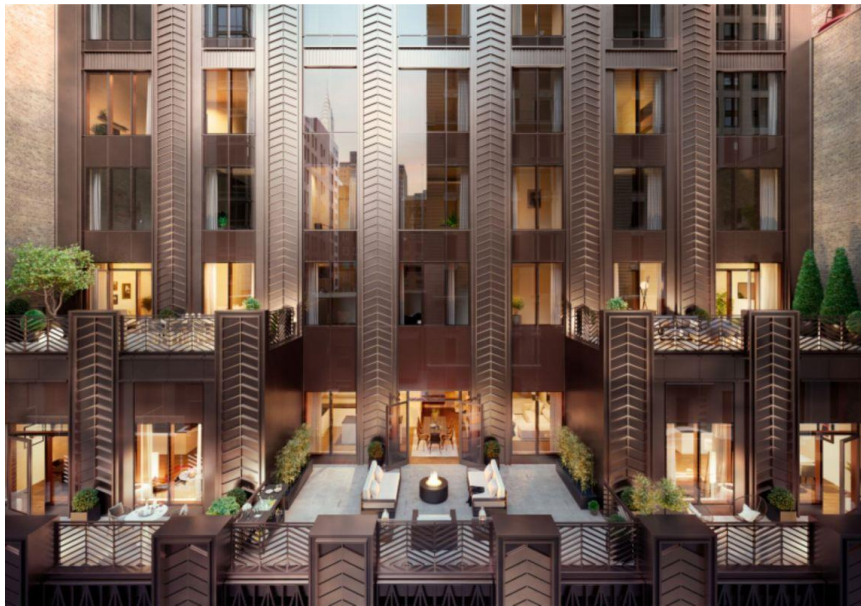
*Entrance*

Creating the opportunity for residents to customize their home and make a personal imprint, buyers will be able to utilize the space to their liking whether it is for a study, nursery, library or whatever else one desires. A vast selection of amenities at Rose Hill will embrace a communal atmosphere that are designed to enrich a social and active lifestyle. Complementing the comprehensive health and wellness club, which consists of a 50-foot indoor pool and dry heat wellness sauna, pet salon with grooming tub and table and resident storage, is a fully equipped fitness center curated by leading HIIT studio, Fhitting Room, as well as a professional grade squash court in partnership with SquashRX.

Within the lobby level, residents have access to an exclusive lobby bar dubbed The Blue Room, which encompasses a hotel-like private lounge, as well as a Strand Books curated library, beautifully landscaped garden courtyard, and package and mail room with cold storage. Additionally, the entire 37th floor of Rose Hill will be home to a luxurious private residents club, where residents and their guests can enjoy Penthouse like views from the observatory, library, private dining room and various indoor and outdoor entertaining spaces with lush landscaping. A private guest suite will also be available to residents to reserve in advance for friends or family visiting from out-of-town.



*Games Room*



*Terraces*



*The Blue Room*

The building is located within a short distance to celebrated green spaces such as Madison Square Park and Union Square Park, as well as fine dining establishments Eleven Madison Park, Scarpetta, Upland and Covina. Chic nearby hotels such as The NoMad and ACE Hotel serve as the perfect locations for after work drinks or for friends and family visiting. Conveniently located close to the 6, N, Q, R, W, B, D, F and M subway lines, Rose Hill allows residents easy access to all of New York City. With construction now underway, closings are estimated for fall 2020. Source by Rockefeller Group and images Courtesy of M18 Public Relations.



*Rose Hill*



*Entrance*



*Lobby*



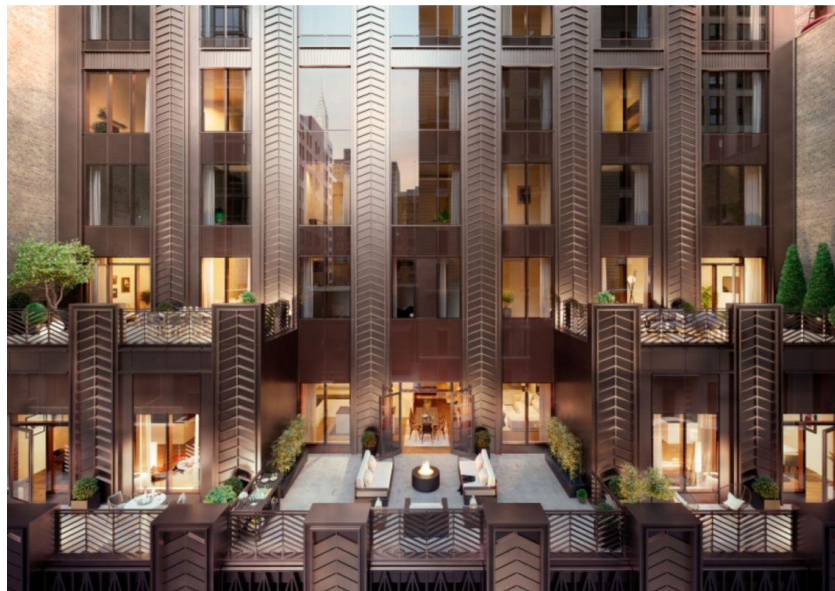
*Lounge*



*Private Dining Room*



*Games Room*



*Terraces*





*The Blue Room*



*Living Room*



*Kitchen*