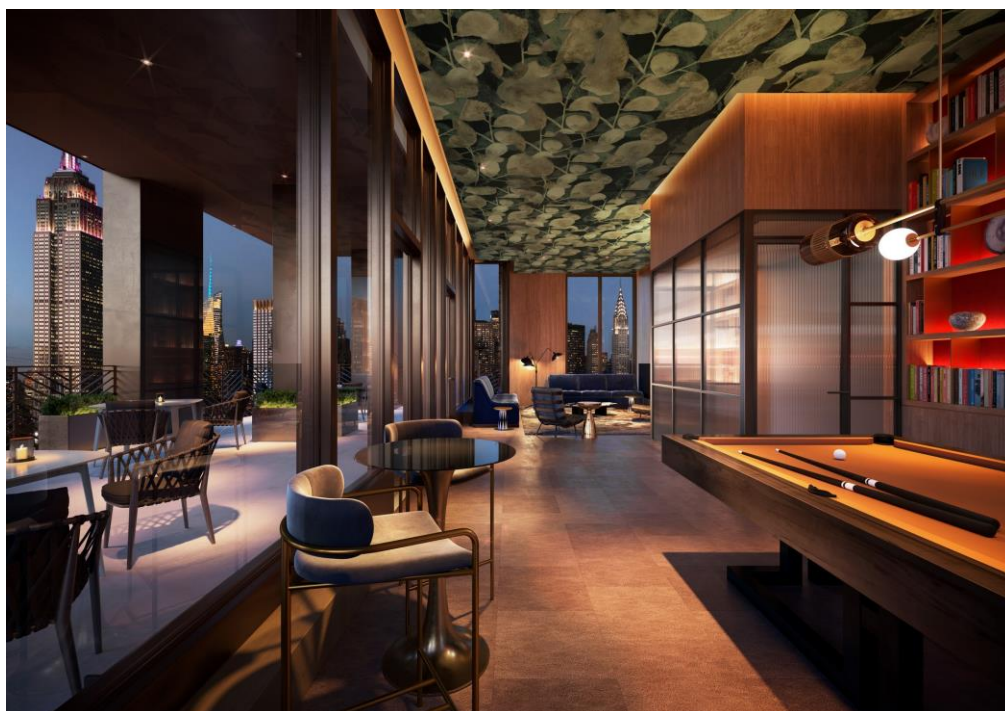




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## **Rockefeller Group's Rose Hill: New Manhattan Tower Brings Art Deco Architecture Into the Modern Age**

*New Luxury Condominium from Rockefeller Group Brings Flexible Living, Private Club-Style Amenities and Unique Partnerships to NoMad*



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 that have been created for today's modern New Yorker.

"We are so excited to unveil Rose Hill and feel now is the right time and the right place for residences with this kind of authentic New York attitude and architectural distinction," said Meg Brod, Rockefeller Group's senior vice president and head of Development in the

Northeast U.S. “We’ve developed a strong track-record of successful residential projects across the U.S. in recent years, but Rose Hill is our return to our roots – to Manhattan – where we’re developing a project that can represent our legacy and stand the test of time, while benefiting from the enduring appeal of NoMad.”

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 starting from \$1.195 million and ranging from studios to four-bedrooms. 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.

With architecture and interior design by CetraRuddy, the acclaimed global architecture firm known for successfully blending modern design with crafted detail, 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 with metal-framed glass upper cabinets and Calacatta Razzi honed marble countertops. 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, custom walnut and bronze vanities with marble countertops and aged brass fixtures, and large soaking tubs in the Penthouse residences.

Providing a sense of openness while also creating privacy, the flex room homes within Rose Hill have been thoughtfully designed and feature texturized sliding glass doors. 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.

“Destined to reshape the standard for condominium living in one of Manhattan’s most exciting and vibrant neighborhoods, Rose Hill represents a new category of downtown urban living,” said Shaun Osher, Founder and CEO of CORE, the exclusive sales and marketing firm for the building. “Celebrating New York’s rich architectural heritage while integrating modern amenities and flexible layouts that have been designed to appeal to a whole new generation of buyers, as much thought and attention to detail has been given to

the socializing spaces as has the living spaces, and we're excited to unveil New York's next crown jewel."

A vast selection of amenities at Rose Hill will embrace a communal atmosphere that are designed to enrich a social and active lifestyle, with select offerings curated by an amazing collection of premiere New York-based businesses. 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. On the ground floor and programmed by one of the city's best cycling shops, Sid's Bikes, a dramatic bike room with in-house bike repair workshop is present for resident use.

Within the lobby level, residents have access to an exclusive lobby bar dubbed The Blue Room, which encompasses a hotel-like private lounge and eight-foot-high marble fireplace clad with a bronze finished ornamental screen, 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.

Rose Hills' surrounding neighborhood has transformed into one of the premier destinations in Manhattan to live, work and play with its hotbed of luxury residential buildings, posh hotels, numerous culinary institutions and endless stretch of shopping along Fifth Avenue. 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.