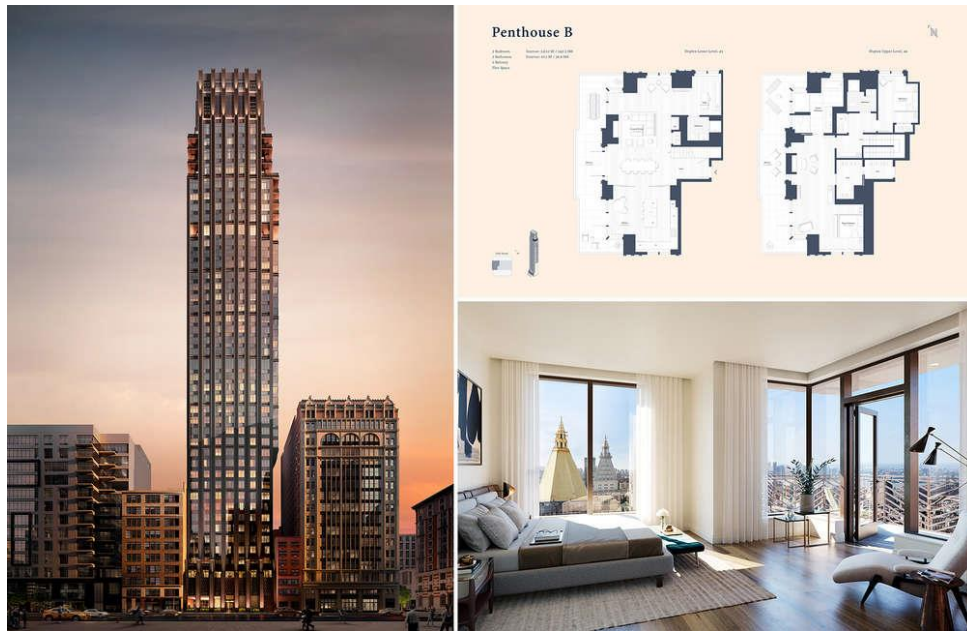


September 19, 2019

Rose Hill: See floorplans + new photos of Rockefeller's first condo rising in NoMad



Rose Hill (All renderings of Rose Hill courtesy of Rockefeller Group by Pandiscio Green & Recent Spaces)

Since Rockefeller Center opened to the public in the 1930s, the Rockefeller Group has been very much a part of New York's rich history. The company's first residential building, Rose Hill, seeks to honor the city's legacy while embracing the future.

The steadily-rising, 45-story condo-tower was named after the Rose Hill Farm estate that once covered the site, and its design by CetraRuddy pays homage to Art Deco buildings with geometric accents, intricate details, and expansive windows. Sales quietly began in May and now the listings are public, showing beautifully-crafted residences priced from \$1.185 million.



Rose Hill construction beginning to emerge above Madison Square Park (Ondel/CityRealty)

“Rose Hill is a return to our roots...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” – Meg Brod, Rockefeller Group



(Rockefeller Group)



View of Rose Hill looking north towards the Empire State Building and Midtown (Rockefeller Group)

"Our inspiration had two major determinants: to honor the Rockefeller legacy and to design a building that was part of its neighborhood's context and the great traditions of New York City's iconic towers." – Nancy Ruddy, CetraRuddy



Living room (Rockefeller Group)



Kitchen finishes



Corner bedroom

"When it came to the individual apartments, we wanted to have a sensitivity for people's own individual style. Someone may love midcentury modern, someone else will lean toward New England farmhouse style." – Nancy Ruddy



Penthouse levels will have outdoor areas overlooking NoMad, Madison Square Park, and the city (Rockefeller Group)

All 123 studio through four-bedroom condos boast soaring ceilings, hardwood floors, bronze fixtures, and cinematic views of New York City. Kitchens are outfitted with Miele appliances, custom Italian cabinetry, and marble counters. Master baths have custom vanities, aged brass fixtures, and heated floors. A series of “flex room homes” come accessorized with extra space behind sliding glass doors, which can be turned into a home office, nursery, home gym, dressing room, or whatever else the buyer can dream up. Penthouse residences feature marble fireplaces, large soaking tubs, and private terraces.



Penthouse B is a 2-bed, 3-bath asking \$11,995,000

" We have created homes that are very loft-life. Thinking of Gotham and what we love about New York, we have all had this dream of living in an artist's loft." – Nancy Ruddy

Three full floors of amenities cater to all lifestyles and interests, some with the help of prominent New York businesses. In addition to a state-of-the-art fitness center curated by FHITTING Room and a professional-grade squash court developed with SquashRX, health and wellness amenities include a 50-foot indoor pool and dry heat sauna. Additional

offerings include a pet spa, package room with cold storage, and bike room programmed by Sid's Bikes.

An exclusive lobby bar called the Blue Room has a lounge reminiscent of a luxury hotel's, marble fireplace with a bronze finished ornamental screen, a library curated by Strand Books, and a beautifully landscaped courtyard.



The exclusive lobby bar called The Blue Room (Rockefeller Group)



Private dining space to sit on the 37th floor



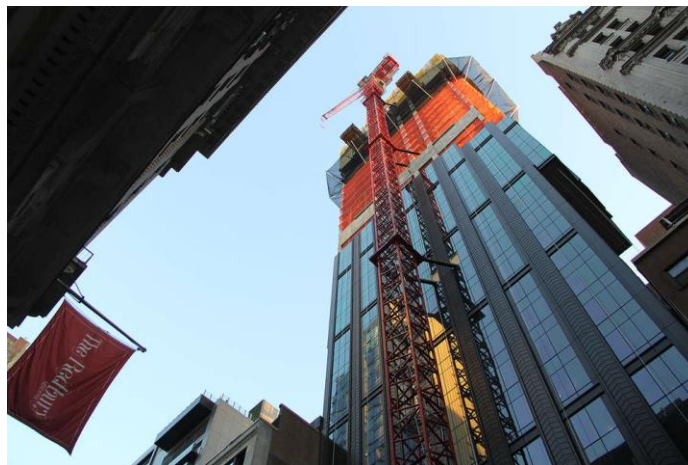
All renderings of Rose Hill via Pandiscio Green & Recent Spaces

The entire 37th floor is home to a private club with library, observatory, private dining room, guest suite, and various indoor and outdoor spaces.

Rose Hill is rising in a particularly bustling section of NoMad near Madison Square Park, several fine dining establishments, popular nightlife, abundant shopping, and several transportation options. Closings are estimated for fall 2020.



View of Rose Hill looking south over Madison Square Park and lower Manhattan



Rose Hill condo as of mid-September 2019 (CityRealty)



Rose Hill beginning to tower over its beautiful NoMad neighbors



Rose Hill and Madison House condos seen under construction from Madison Square (CityRealty)