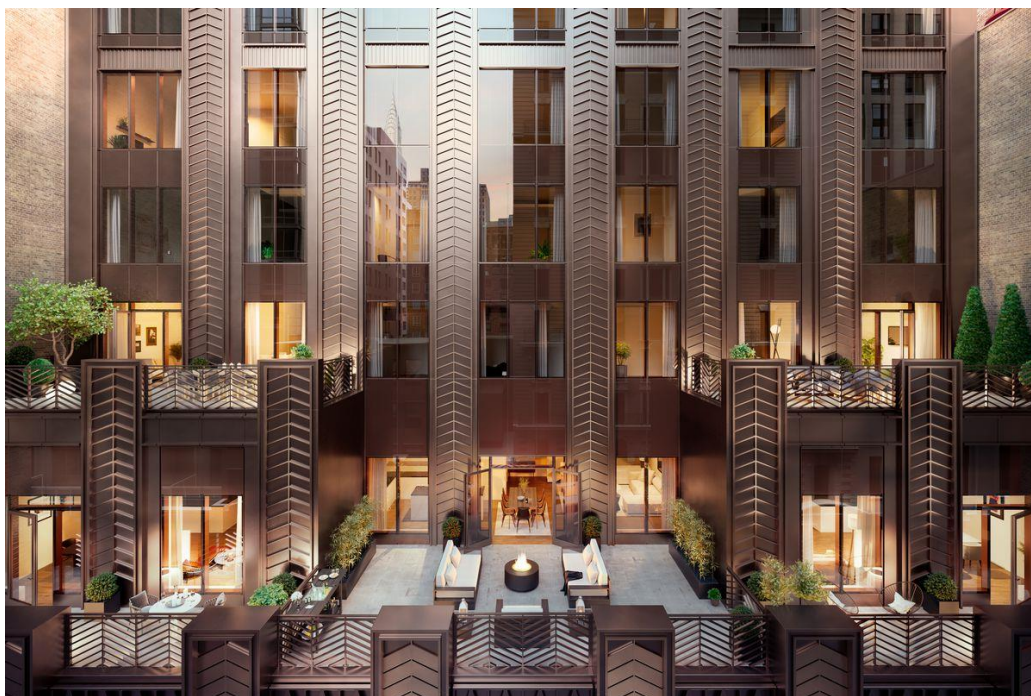




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Rockefeller Group's Art Deco-inspired Manhattan condo launches sales

Apartments in the building, a throwback to the past, start at just under \$1.2 million



Renderings by Pandiscio Green and Recent Spaces

The Rockefeller Group first made its mark on Manhattan in the 1930s, with the creation of the massive Rockefeller Center complex in Midtown—a landmark that remains to this day, albeit largely under different ownership.

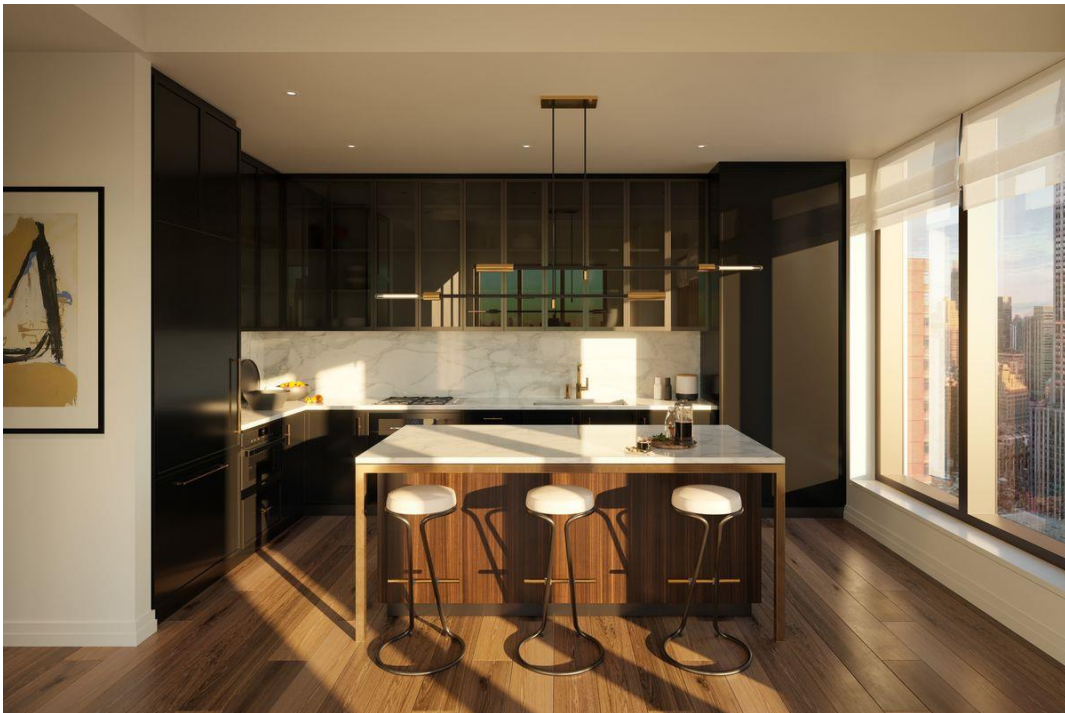
And now, the firm is hoping to make its mark again, this time in the residential space. Sales have launched for Rose Hill, the Rockefeller Group's first condo development in Manhattan. That 600-foot skyscraper, located on East 29th Street, is currently under construction; when complete, it'll have 123 apartments ranging from studios to four-bedrooms.



And those units will not come cheap: The smallest will start at just under \$1.2 million, and will go up from there. The building will also have some penthouses, although specs for those are unclear at this point.

CetraRuddy is designing the building inside and out, and the firm is looking to the past for its design: The Art Deco style informs the building's bronze-colored facade, which will have geometric accents and culminate in an illuminated crown. Some of the larger apartments will have private terraces, which themselves will have detailing that evokes early 20th century architecture.

Even the name is a throwback: Before Nomad became a thing, the area where the building is rising was known as Rose Hill—named for the 130-acre Rose Hill Farm estate purchased by James Watts, a Loyalist who later abandoned his home, in 1747.



The Art Deco theme continues inside with a color palette that incorporates bronze and charcoal (in the kitchen cabinets in particular). But these are 21st-century apartments, with all of the amenities—Miele appliances, high ceilings, marble-drenched bathrooms, etc.—that you’d expect. Some of the apartments also come with “flex rooms,” essentially a raw space that can be customized to a buyer’s tastes.

Amenities include a fitness center that comes with its own squash club and HIIT exercise studio, along with a 50-foot indoor pool; there will also be a terrace on the 37th floor, and a private lobby bar called the Blue Room, which will have a selection of books curated by the Strand, and a massive fireplace. CORE is handling the building's sales and marketing.



Rose Hill is just one of a handful of new buildings in New York that call back to the era of early 20th century art and design, along with others like Roman and Williams' The Fitzroy in Chelsea, and SHoP's 111 West 57th Street in Midtown, which took heavy influence from the setback style depicted in Hugh Ferriss's works created to illustrate the 1916 zoning law.