

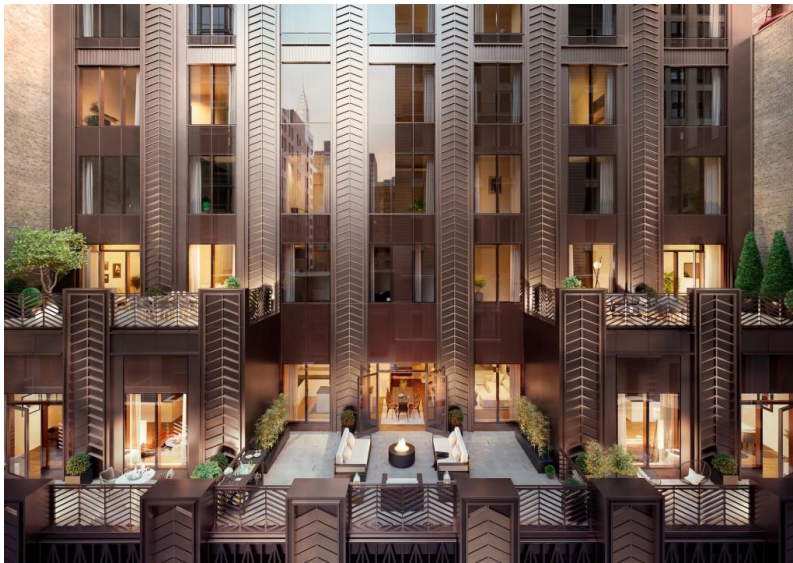
HAUTE RESIDENCE

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Reimagined Art Deco Buildings Bringing Back The Jazz Age In Manhattan

Nearly 100 years after the Roaring Twenties, developers are celebrating the centennial anniversary of the Jazz Age by bringing back the classic Art Deco architecture style of the era in new developments. Geometric crowns, stained glass, and materials like bronze, brick, and brass have inspired the design in these standout buildings. Ushering in the new '20s, these modern creations offer a nod to the past while rebelling against the glass boxes that have dominated the New York skyline over the past 15 years.

Rose Hill



Courtesy Rose Hill

Developed by the original builders of Rockefeller Center and designed with a vintage “Gotham-esque” flair, Rose Hill is a new 45-story luxury condominium tower currently under construction at 30 East 29th Street. With architecture and interior design by the acclaimed global architecture firm CetraRuddy, Rose Hill draws a direct connection back to Rockefeller Center with its heavy Art Deco influence of the 20th century. Rising over 600 feet in height, 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. The contemporary design, although rooted in the past, speaks to today’s modern New Yorker.