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Introducing Rose Hill, Rockefeller Group's First Manhattan Project

Rockefeller Group was formed over 90 years ago to develop and build Rockefeller Center, and has been one of the most trusted developers, owners and operators of large-scale urban development in the United States since, with a sprawling portfolio that just in New York includes iconic midcentury towers like 1221 Avenue of the Americas (the former McGraw-Hill Building) and 1271 Avenue of the Americas (aka the Time & Life Building), as well as newer additions such as 745 Seventh Avenue in Times Square (the headquarters of Barclays Capital). Incredibly, Rockefeller Group has never built a residential tower in its hometown, until now.



Image Credit Pandiscio Green and Recent Spaces

Their new condominium tower, Rose Hill, is currently under construction in NoMad at 30 East 29th Street, and has just been unveiled with the launch of the teaser site. The name

Rose Hill is a nod to the location of the building in the most historic section of NoMad, once part of the 130-acre Rose Hill Farm estate.

Below are the two first looks at the tower. One is a moody, Hugh Ferriss-inspired rendering, reminiscent of the legendary illustrator's work with Rockefeller. The image mirrors his iconic Gotham City-esque style with contrasts of black and white, and ties Rose Hill back to the foundational roots of Rockefeller Group. The second is a still of the building pulled from a piece of video art commissioned by Rockefeller Group from the Milan-born video and collage artist Marco Brambilla, best known in New York for his trippy video installation of heaven and hell in the elevators of the Standard Hotel on the High Line. Brambilla's video, seen on the teaser website, draws on the history and heritage of Rockefeller Group and ends with their most modern creation, Rose Hill.

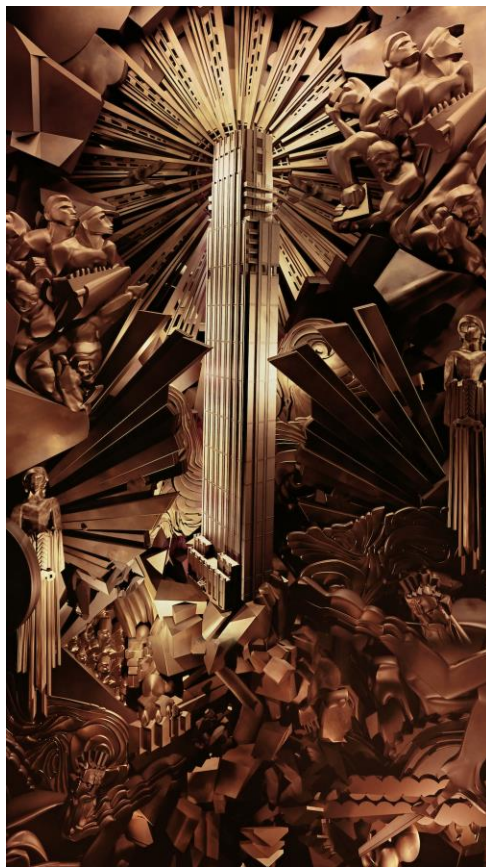


Image Credit Pandiscio Green and Recent Spaces

The 45-story tower will rise over 600 feet tall and is comprised of 123 condominium residences, as well as a vast selection of highly desirable amenities that we're looking forward to detailing soon. CORE will launch sales for Rose Hill this spring. CetraRuddy, who was tapped to design the building inside and out, has designed some of the most successful and well-received residential New York residential buildings that blend modern design with historical elements — such as Walker Tower and 443 Greenwich — and Rose Hill will fit in seamlessly.