

LUX EXPOSÉ

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Inside Rockefeller Group & CetraRuddy's New NYC Condo, Rose Hill

A truly historic tower from one of New York's most legendary builders is being unveiled in NoMad. Rockefeller Group was formed to develop and build Rockefeller Center over 90 years ago, and now the leading national large-scale urban developer has launched Rose Hill, its first ever residential tower in its home city. The 45-story Rose Hill, currently under construction at 30 East 29th Street, is unlike any other new residential building in New York, boldly embracing its proud Art Deco DNA while creating a modern and younger new genre of luxury apartment building: one with in-home flex spaces, urban resort amenities and exciting collaborations.



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.



RECENT SPACES

Designed inside and out by CetraRuddy – the award-winning New York-based architecture and design firm behind some of the most successful and well-received residential buildings that blend modern design with historical elements – 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 and clad in an ornamental bronze façade, the contemporary design, although rooted in the past, speaks to today’s modern New Yorker.



Featuring 123 residences from studios to 4-bedrooms, many with private outdoor space, 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 resident’s needs, and altered as their needs change.



A vast selection of amenities at Rose Hill embrace a communal atmosphere that are designed to enrich a social and active lifestyle (think Yale Club or Union Club types) and include: a comprehensive health and wellness club with multiple unique and one-of-a-kind sponsorship partners including FHITTING ROOM, Squash RX and Sid's Bikes; a 37th floor private residents' club including penthouse-like views, an observatory, library, private dining room and various indoor and outdoor entertaining spaces; an exclusive lobby bar dubbed The Blue Room, which encompasses a lounge and fireplace clad with a bronze finished ornamental screen, plus much more. With sales by CORE, pricing begins from \$1.195 million.