



October 1, 2019

Classic Elegance in Gotham



Over 90 years ago, Rockefeller Group was formed to develop and build Rockefeller Center. John D. Rockefeller Jr., the visionary behind Rockefeller Center, and in turn, the founder of what has become today's Rockefeller Group, set the bar extremely high for projects that are meant to be timeless, through bold vision unrivaled in his time and attention to detail that still inspires greatness.

But perhaps the most salient example of the Rockefellers' values and ambitions was the construction of Rockefeller Center. Built at the height of the depression, this unprecedented city within a city became a symbol of stability and optimism throughout the 1930s. With daring, bravado and no small amount of personal risk, John D. Rockefeller Jr. tapped his personal fortune to transform 12 acres of midtown Manhattan into one of the great public spaces of all time.



Penthouse Master Bedroom

ART DECO WITH A MODERN TWIST

Now the leading national large-scale urban developer has launched Rose Hill, its first-ever residential tower in its home city—Manhattan. The 45-story Rose Hill, currently under construction at 30 East 29th Street, is unlike any other new residential building in New York. It embraces Art Deco DNA while creating a modern new genre of the luxury apartment buildings. In-home flex spaces, urban resort amenities, and exciting collaborations are just some of the surprises residents will find appealing. 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.

It is designed inside and out by CetraRuddy, the award-winning New York-based firm successful for their 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.

UNIQUE SPACES

Rose Hill features 123 residences from studios to 4-bedroom layouts—many with private outdoor space—that include a selection of unique floor plans tailored for a whole new generation of homebuyers. Many offer unique and inventive flex room spaces that can be customized based on the resident's needs and altered as their needs change.



Pool

A vast selection of amenities at Rose Hill is designed to enrich a social and active lifestyle and include a comprehensive health and wellness club with multiple/one-of-a-kind sponsorship partners including FHITTING ROOM, SquashRX, and Sid's Bikes. A 37th-floor private club including penthouse-like views, an observatory, library, private dining room and an exclusive lobby bar, which encompasses a lounge and fireplace, provide a relaxed atmosphere. Pricing starts at \$1.195 million.

For more information on Rose Hill, visit rosehill.nyc or email the CORE team at sales@rosehill.nyc.