

NEW YORK  
**YIMBY**

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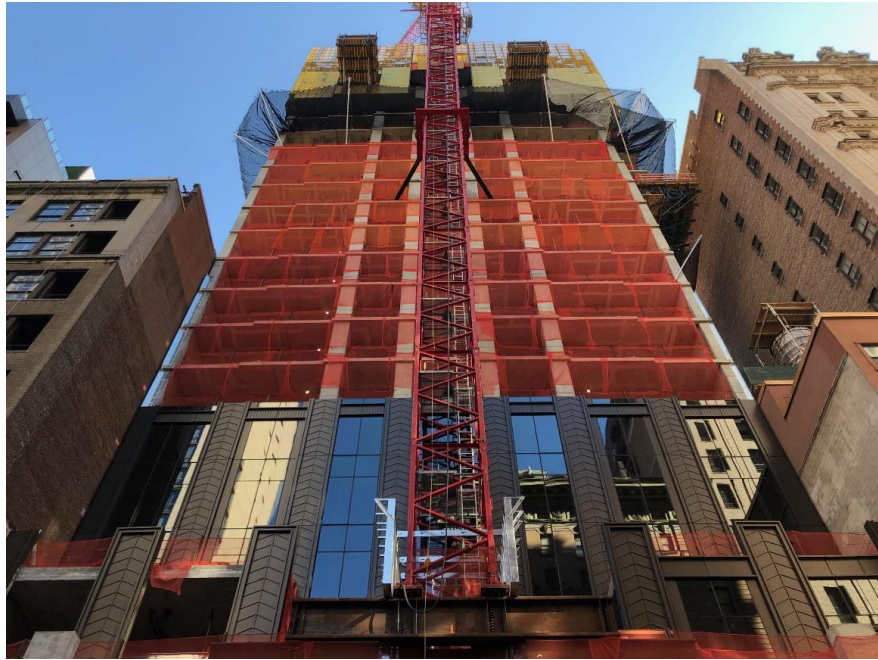
**Rose Hill's Art Deco-Inspired Façade Installation Begins**  
**At 30 East 29th Street In NoMad**



*Rendering of the northern elevation. Courtesy of Rockefeller Group*

Installation of the dark-colored curtain wall panels has begun at Rose Hill, aka 30 East 29th Street, in NoMad. The Art Deco-inspired envelope now covers the podium and first residential floors of the future 45-story skyscraper, which is located between Madison Avenue and Park Avenue South. Designed by CetraRuddy Architecture and developed by Rockefeller Group, the tower will stand 639 feet tall and become one of the most prominent structures in the neighborhood. CORE is managing sales and the marketing of the units.

New photos of the main northern elevation along East 29th Street show the progress of construction and the façade installation.



*Looking directly up at the northern elevation. Photo by Michael Young*



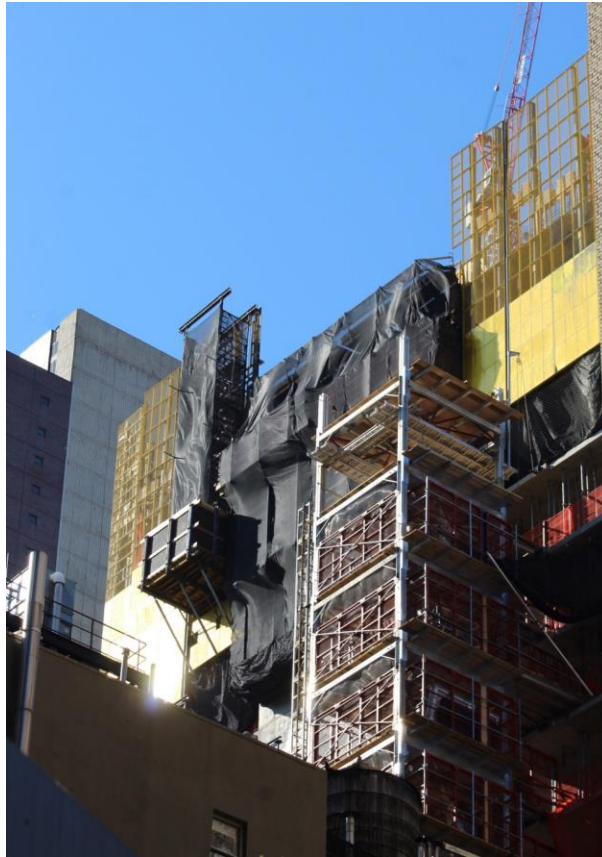
*Looking east at the northern elevation. Photo by Michael Young*



*The Art Deco-inspired panels seen on the podium and first residential floors. Photo by Michael Young*



*The upward-pointing chevron pattern will be found on all the dark-colored panels between the glass windows.  
Photo by Michael Young*



*The southern elevation of Rose Hill starting to peek over the adjacent buildings. Photo by Michael Young*

The best way to see the curtain wall is from the sides, where shadows on the textured metal panels bring out their geometric details. Meanwhile, the reinforced concrete superstructure is nearing the halfway mark, which it could surpass by the end of summer.

Rose Hill will be visible from Madison Square Park when looking to the northeast. When complete, it will join the growing number of moderately tall skyscrapers in NoMad and make a mark on the famous Manhattan skyline. The ornamental crown, which appears adorned with a number of floodlights and setbacks in the main rendering, will further enhance its architectural presence and silhouette. The chevron panels punctuate the floor-to-ceiling glass panes and will distinguish Rose Hill from other new towers around the city. A number of terraces and balconies are interspersed along the edges of the upper floor plates, creating more depth and breaking up the rectangular massing of the lower half of the skyscraper.

Completion of Rose Hill is most likely expected sometime in the first half of 2021.