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The Rockefeller Group's Art Deco-Inspired 30 East 29th Street Fully Unveiled In New Renderings, In NoMad



The Marco Brambilla collage of 30 East 29th Street.

Currently under construction is 30 East 29th Street, located in the heart of NoMad amongst a fever-pitch pace of condominiums and hotels sprouting up in the neighborhood. Designed by CetraRuddy Architecture, the project is being developed by the acclaimed Rockefeller Group. A teaser website has been released and new Art Deco-inspired renderings are also being unveiled for the first time. The building is also getting a new name for itself, called “Rose Hill.”



*The Hugh Ferriss-inspired rendering for 30 East 29th Street.
Developed by The Rockefeller Group*

The released images make reference to the 1920's Art Deco time period. The photo above shows a moody black and white depiction of the new residential development, inspired visually by Hugh Ferriss' famous series of charcoal sketches that depict the formation of the classical stepped setbacks. Spotlights on both sides of the drawing shine upwards at an angle towards Rose Hill. A mix of modern skyscrapers are blended into the background that include One World Trade Center, the Flatiron Building, the Chrysler Building, the Empire State Building, and of course Rockefeller Center. The rendering on the featured image is a still shot of the tower from a commissioned video by the Rockefeller Group and collage artist Marco Brambilla.

The property sits in a section of NoMad that was once home to a 130-acre estate called Rose Hill Farm. Today, it's hard to imagine how the island of Manhattan was before the expansion of the Dutch settlement, the street grid, and the ever-growing amount of skyscrapers occupying nearly every block.

As of now, the foundations and lower floors are currently under construction. When completed, Rose Hill will top out at 639 feet with 45 floors and 123 condominium

residences. It will be one of the tallest buildings in the NoMad neighborhood, joined by other upcoming skyscrapers including 277 Fifth, 15 East 30th Street, the new Virgin Hotel, and Ritz-Carlton.

CORE will launch sales for Rose Hill this spring. A completion date for 30 East 29th Street has yet to be announced yet, but sometime next year seems likely.