



April 30, 2014

One Museum Mile, 241 Fifth Ave. Sell Out; Metrocard Panel



[Photo Pool/jphillipobrien2006]

EAST HARLEM—CORE announced today that 100 percent of the units in neighborhood record-setting condo development **One Museum Mile** are now closed or in contract. The Robert A.M. Stern-designed building was slow out the gate and ended up rebranding (it was originally called 1280 Fifth Avenue) and relaunching sales in April of 2012. [CurbedWire Inbox; previously]

FLATIRON—And (much) further down Fifth Avenue, **241 Fifth Avenue**, also marketed by CORE, had sold out following the sale of its 20th-floor penthouse. Sales for the 46-unit, ODA-designed building launched in April of 2013. [CurbedWire Inbox; previously]

DOWNTOWN BROOKLYN—To celebrate the 20th anniversary of the **MetroCard's iconic design**, the New York Transit Museum is hosting a panel on May 21 that will discuss "questions of the MetroCard's aesthetics, function, inspiration and ownership." The panel will include two MTA officials, the Chief Officer of Advertising & Digital Media Management, and the General Council, as well as the President and Creative Director of Creative Source, a marketing communications firm. It's free. [CurbedWire Inbox; previously]