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15 Renwick's Steampunk Marketing is Up and Running



The weird marketing campaign at 15 Renwick is officially off the ground, now that signage has gone up around the construction site. The campaign—which seems to center around some weird reimagining of The League of Extraordinary Gentlemen and targets the coveted steampunk millionaire demographic—was designed by IF Studio and MARCH, with portraits taken by photographer Henry Leutwyler.

The 11-story, 31-unit building is being developed by Eldad Braunstein of IGI-USA, a subsidiary of Israel-based Izaki Group Investments. Shaun Osher and Doron Zwickel of CORE are handling sales, which will launch in September.