



June 6, 2013

First Look Inside NoMad's Newest Condo Building, 241 Fifth



Event: Official 241 Fifth launch party

In the House: The development team from Victor Homes, lead project designer Eran Chen of ODA Architecture, and the CORE sales team, including project director Doron Zwickel. Plus ~~hundreds~~ lots of other brokers.

Dress code: Blazers for the men, summery dresses for the ladies.

Menu: Light and little. Think tiny carrots and cucumber slices on single-serving spoons. Plus, lobster salad on a fresh tortilla chip, which was delicious.

Overheard: "This place is nice, but I need to eat dinner."

The neighborhood north of Madison Square Park is booming with new developments, but most are condo conversions. 241 Fifth, on the other hand, is a brand new ground-up construction, and last night, the building hosted its official launch party with a penthouse preview. The packed party was hosted in the 15th floor penthouse, which is designated as such because the unit is one of two that has its own floor and private elevator entry. Sales launched in April, and already 28 of the 46 units are in contract.

Currently, the 241 Fifth website shows 11 units as available, but Zwickel mentioned that a few of these have contracts out, so they may be spoken for soon. Homes range from a \$1.2 million 1BR/1BA to the 3BR 20th floor penthouse, which is asking \$7.95 million. The building was designed by ODA Architecture, with firm partner Eran Chen leading this project. They have large windows, stained white oak floors, and

kitchens outfitted with Miele appliances, Basaltina stone slab countertops, porcelain tile backsplash, and "reserve painted glass cabinetry." The bathrooms have deep soaking tubs, glass showers, teak wood details, and fixtures from the Zucchetti-Kos Faraway collection.



The 2,706 square-foot, 3BR/3BA 15th floor penthouse has a 49-foot-long terrace with an outdoor fireplace. The 20th floor penthouse has a rooftop deck, and two other units, both on the third floor, also have private outdoor space. Building amenities located on the second floor include a lounge, fitness center, a yoga room with a green wall, and a "treatment room" that residents can use for massage or beauty treatments.

Zwickel said that the building will be complete sometime this summer, and move-ins will start shortly thereafter.