

## **Chelsea's 305W16 launch: *A fire eater, Burning Man statue and "Mayhem"***



IAN REID/CORE

Anyone that's been to Chelsea knows that the neighborhood can lean, a bit, towards the eccentric – and the launch of a new condo building that includes a fire eater, a 34-foot sculpture the developer found at Burning Man and "Mayhem" bailing out launch organizers fits the bill.



*Dean Winters (Courtesy CORE)*

That's right, Mayhem from the Allstate commercials, aka actor Dean Winters, aka Dennis Duffy the Beeper King, Liz Lemon's ex-boyfriend on "30 Rock," came for a celebrity appearance at [305W16](#), but then stayed to help the marketing team figure out how to send photos to guests and media outlets using iPads.



*(Courtesy CORE)*

So what were all these revelers gathered to see?

Brand new residential units – rare for the neighborhood – ranging from studios to three-

bedrooms. They are sleek, with carbonized bamboo floors, stone countertops, high-end kitchen appliances and a washer and dryer in every unit. There's an in-building fitness center, a rooftop deck, and a Zen garden off the second floor.



*(Courtesy CORE)*

And there's a conversation piece: the massive Robert Buchholz daisy statue on the roof called "Perhaps." Developer Harlan Berger frequently attends Burning Man, a week-long out-there art fest in the Black Rock Desert in Nevada, saw the piece, and decided it needed to go on the building's roof deck, which, by the by, has pretty stellar views of midtown Manhattan, including the Empire State and Chrysler buildings.

CORE is handling all the sales of the units. Some [currently listed](#) are a 438-foot studio for \$490,000, and a 972-square-foot two-bedroom, two-bathroom unit for \$1.2 million.