

OBSERVER

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TRANSFERS

BY MORGAN HALBERG



322 WEST 57TH STREET

\$2.3M



119 EAST 10TH STREET

\$2.1M



929 PARK AVENUE

\$2.2M

HEARST HEADS WEST

WE GUESS LIVING NEXT DOOR TO A BUILDING THAT bears one's last name eventually loses its appeal.

At least, socialite/model/actress/blogger/heirress/all-around pretty person **Lydia Hearst** seems to have grown tired of her two-bedroom, two-bath condo at the Sheffield57, which she's just shunted onto the market. She purchased the condo for \$1.49 million in 2008—a nice starter home for a 23-year-old heirress.

"I do love being downtown," Ms. Hearst told the Observer in 2011, "but 57th Street? You have Central Park, and it sort of feels like the real Manhattan, at least the way Manhattan looks in the movies...And, of course, it's right next door to the Hearst Corporation."

Ms. Hearst, who recently got engaged to Nerdlist CEO **Chris Hardwick**, purchased an \$11 million home in Los Angeles this October, so perhaps the two are planning on spending more time in California. But we can't picture the heirress to William Randolph Hearst's publishing fortune being without a place in the city, so maybe something else is in the works. (We know of an old family penthouse on the West Side that's still available...)

Brian Lewis at Halstead has the **\$2.3 million** listing, which is currently furnished with a pale suede couch, purple pillows and modern leather chairs. While all very chic and stylish, we have to admit we were a bit confused when we saw the photos. Hadn't Ms. Hearst discussed her plans for "very antique" and "very much a William Randolph Hearst-style" decor when she first purchased the 1,104-square-foot **322 West 57th Street** pad?

Fortunately, Mr. Hardwick clarified in a tweet that the apartment was staged.

"All of the antique-y furniture was shipped to L.A. weeks ago!" he exclaimed, adding that it looked completely different when Ms. Hearst lived there, as the two share a fondness for antiques.



Lydia Hearst.



Chloë Sevigny.

EX UTERO

PERHAPS "WOMB-LIKE" LIVING WASN'T ALL IT WAS cracked up to be. After all, one's stay in such settings is usually limited to nine months.

Tech power couple **Jeffrey Hammerbacher** and **Halle Tecco** have sold their East Village co-op, which they purchased in 2011 from actress **Chloë Sevigny**. Ms. Sevigny said that she loved the apartment's low ceilings, wood-burning fireplace and built-in bookshelves because of the aforementioned "womb-like" feeling, but Mr. Hammerbacher and Ms. Tecco have decided to move on, to...brighter things.

Mr. Hammerbacher, a former Facebook bigwig, is currently on the faculty of the Icahn School of Medicine at Mount Sinai. Ms. Tecco is the founder of Rock Health. They bought the unit, on the garden level of a Greek Revival townhouse, after relocating from San Francisco.

The couple paid \$1.76 million for the one-bedroom, then-1.5-bath pad, and promptly embarked on a nine-month (how apt!) renovation that involved expanding the kitchen, creating an office, and adding a second full bath. CORE broker **Heather McDonough**, who shared the listing for **119 East 10th Street** with **Henry Hershkowitz**, said the couple wanted to relocate.

Maybe they also soured on the neighborhood. Ms. Sevigny recently said she wanted to "cry at the state of it...It's like a frat house everywhere...Where are the real weirdos? The real outcasts?"

Still, a lot of people are willing to spend serious money to soak up that frat house atmosphere. To wit: **Shana Randhava**, who dropped **\$2.1 million** on Ms. Sevigny's former digs. Ms. McDonough told the Observer that Ms. Randhava was "the kind of buyer that as soon as she walked in, it felt like her place."

"It was one of those special apartments that had a ton of charm," Ms. McDonough added. And we're sure that the Ms. Randhava will still be able to find plenty of weirdos running around her neighborhood...though they might be dressed in NYU apparel.

A PLACE IN THE SUN?

MOST REPORTERS SPEND THEIR DAYS AND NIGHTS toiling far from the charming meadows and dramatic rock outcroppings of Central Park. Not **Warren St. John!** The Patch editor-in-chief (and former *New York Times* and Observer scribe) even parlayed his daily visits to the Park into a cause célèbre when he penned a column about how One57 cast a shadow over a playground at the park's southern edge.

We guess he's getting out while he can: Mr. St. John and his wife **Nicole** have put their co-op at **929 Park Avenue** on the market for **\$2.2 million**.

The 10th-floor pad has 10-foot ceilings, an open-windowed chef's kitchen and a decorative fireplace.

Brown Harris Stevens brokers **Amanda Brainerd** and **Simone Mailman** share the listing for the two-bedroom spread, which the couple purchased for \$870,000 in 2010.

"It is beautifully renovated. The kitchen opens up to the living room and dining room, and it's incredibly bright, airy and open," Ms. Brainerd told the Observer. "It's pretty special for that reason. It has incredible proportions, because the building was built in 1913. It feels very grand, the windows are huge—triple windows in most rooms."

We're not surprised to hear that the St. Johns would be fans of bright and airy! So why are they leaving?

They need more space, of course.

Too bad, as the co-op sounds like it's been renovated to the hilt: through-wall air conditioning in all the rooms, restored hardwood floors and "artfully built in bookshelves." (Which are sure to be popular among any other writers who have several million to spend on an apartment.)

"It's a wonderful Upper East Side location," gushed Ms. Brainerd. "The light, the views, the quiet."

Just stay away from that gloomy southern edge of the park. ■