



**MIAMI
NICE**

This penthouse at Faena House pairs Atlantic-to-Intracoastal Waterway views with some serious real estate. Priced at **\$50 MILLION**, the 8,237-square-foot duplex features four bedrooms and five-plus bathrooms — plus a 2,681-square-foot roof with private pool. The Norman Foster-designed building anchors the first US project from visionary Argentine developer Alan Faena, who's creating a 24-acre mixed residential, retail and cultural complex. There's the Arts Center from Rem Koolhaas, an updated Saxony Hotel by director Baz Luhrmann and Foster's condo tower. The latter is ringed by 7,300 square feet of breezy *aleros* — traditional Argentine terraces — which elegantly ring the sprawling penthouse perch. **Contact: Douglas Elliman Development Marketing, 305-534-8000**

PHOTO BY FAENA GROUP.

faena

**LUXE
LIVING**

The elite real estate pullout from the **NEW YORK POST**

The New York Post, founded 1801 by Alexander Hamilton

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At the Cast Iron House, Shigeru Ban has added penthouses atop its cast-iron façade.

PHOTOS BY HAYES DAVIDSON.

From Manhattan to Miami, the world's top starchitects are creating luxury condos with a single design vision

By **DEBORAH WILK**

IT'S been 10 years since the arrival of Richard Meier's twin glass towers on the West Village's Perry Street — whose iconic architecture and celebrity residents helped the project achieve record pricing. Yet while the bold-named buyers were certainly newsworthy, the towers also came with an undeniable downside: The apartments' concrete, open-plan interiors required ample time, money and effort to make livable — despite their original seven-figure price tags.

But that was then.

Today, instead of delivering multimillion-dollar units raw, the more recent wave of architecturally significant luxury developments — Annabelle Selldorf's 10 Bond St., Steven Harris' 7 Harrison, 56 Leonard by Herzog & de Meuron, and Singaporean architect/developer Soo K. Chan's Soori High Line, among them — are coming to market ready for occupancy.

What truly makes these properties, along with other notable newcomers in Manhattan and Miami, stand out from the upmarket crowd are their unusual design bona fides. Unlike the Meier towers (where the starchitect simply handled the exterior) or at the forthcoming "billionaire buildings" 432 Park Ave. and One57 — which rely on a name-brand architect for the outside and top-tier interior designer for within — these new developments feature a single stellar designer tackling the inside and out. And this means both the exteriors and interiors are thoughtfully and equally conceived by a sole talent and vision.

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In TriBeCa, Japanese architect Shigeru Ban has converted a historic cast-iron structure into the Cast Iron House. Its new penthouse perch features condos starting at \$12.5 million.

BEAUTIFUL INSIDE & OUT



MAKING A SPLASH: Miami-based firm Arquitectonica had a leading role in designing The Bath Club Estates (above). The original private club, a historic landmark, dates back to 1926 (below).



WE THE PEBBLES: R. Donahue Peebles was the first African-American member of The Bath Club, which he now owns.

LUXE LIFE

Clean Start

ONCE RESTRICTED, MIAMI'S HISTORIC BATH CLUBS CAN NOW BE BOUGHT

By **DAVID KAUFMAN**

IN the short-lived television series "Magic City," the protagonist — 1950s-era Miami hotelier Isaac Evans — is practically run out of a private, elegant "bathing club" which refuses to welcome Jewish guests or allow Jewish members.

What a difference 60 years makes.

Today, many of these members-only bathing and "social clubs" are still in existence. And not only do they admit racial and ethnic minorities — many are actually owned by them. And this includes three of the region's most storied clubs — the Bath Club in northern Miami Beach, the former Bal Harbour Beach Club and the Surf Club in Surfside — whose current owners are transforming these

iconic locales into some of the area's choicest, most upmarket real estate.

The owners are as cosmopolitan and diverse as Miami itself. At the Bath Club, a private club founded in 1926, African-American developer R. Donahue Peebles is creating The Bath Club Estates, a condo building with 13 full-floor units ranging from 5,700 to 10,305 square feet. Peebles, who went under contract for the site in 1998 — and already erected the sold-out Bath Club condo tower atop it — was actually the first black member of the original Bath Club, which admitted him back in 1996. His new Estates feature architecture by local firm Arquitectonica paired with customized interiors schemes from four notable international designers: Alison Spear, Jennifer

**\$8-\$34 MILLION
BATH CLUB ESTATES**



LEVEL-HEADED: The Bath Club Estates will feature 13 full-floor units with interiors designed by four of the world's leading creative talents.

PHOTOS COURTESY OF THE BATH CLUB ESTATES.

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REAL ESTATE'S ALL-



UP TO APPROX \$21.3 MILLION
SOORI HIGH-LINE



At the Soori High Line, architect Soo K. Chan is developing 27 homes, many with private swimming pools, where inside meets out. Both the external architecture and interior design of the 11-story building is being overseen by Chan. PHOTO BY TERRA GROUP.

INSIDE/OUT from page 1

The aesthetic value of this inside/out approach is clear — but so too is its ability to increase a project's bottom line. “The use of a well-regarded architect from the exterior of the building to the interior of the apartment has the potential to add a premium to the project's value,” says Jonathan Miller, president of leading real estate appraisal firm Miller Samuel. “By providing such continuity, it tends to raise the bar and places the project at or near the top of the food chain.”

For architects, the appeal of this type of design and development approach is obvious: Finally they have a chance to create a great building from tip to toe — sometimes even from the ground up. “There's always a disconnect when there are several designers on one project,” says Nancy Ruddy, principal of CetraRuddy, a firm long known for offering architectural and interior design services. “When you do both [elements], you can manipulate the exterior to maximize the interior.”

In Ruddy's case, her firm was tasked with both the exterior renovations and interior innovations of Chelsea's famed 1929 Art Deco Walker Tower. “We did view studies throughout every angle of the building, so we could place rooms with respect to sunrise and sunset,” explains Ruddy of her approach to Walker Tower. “That enabled us to create magical apartments.” Magical — and profitable. Walker Tower's nearly 6,000-square-foot penthouse commanded one of the highest prices for a downtown residential unit with the completion of an all-cash deal of \$50.9 million this past January.

CetraRuddy was also given the inside/out treatment to smaller-scale projects, such as the former garage at 12 E. 13th St., now home to eight luxury condos. The 5,700-square-foot triplex penthouse with two terraces is crowned by a glass structure and runs \$30.5 million. “We formed the glass top around the floor plan, which is a kind of architecture that wouldn't exist if there had been two designers,” says Ruddy. And in doing so, they were able to meld the exteriors to fit with the design inside.

Beyond securing record prices, this approach to new luxury developments is becoming a crucial marketing tool. “Properties with interiors and exteriors by the same architect are seen differently by buyers, especially when the architect is globally recognized,” says Pamela Liebman, president and CEO of the Corcoran Group. “It helps with marketability, and more importantly, it can create an exceptional product. When one designer has touched every aspect of a building, from the doorknobs to the façade to its silhouette on the skyline, a home



If you have an architect like Norman Foster or Robert A.M. Stern, you want them inside and out.”

—WILL ZECKENDORF, whose 50 UN Plaza was designed by Foster

feels as if it's been designed from the inside out.” And like Miller, Liebman also sees this philosophy boosting the bottom line — up to 25 percent when executed at its highest form.

World-class architecture — along with world-class pricing — is also helping to convince major developers of the value of using just one talent. “Great architecture is a common thread to great properties,” explains Will Zeckendorf, co-chairman of Terra Holdings. Currently Terra is developing two major projects with single architects: 50 UN Plaza — created by Norman Foster — and 18 Gramercy Park, designed by Robert A.M. Stern. This makes perfect sense on both an aesthetic and commercial level, Zeckendorf says. “If you have an architect like Foster or Stern, you want them inside and out.”

Inside/out design “was something we've been seeking for the last several years to do,” notes architect Thomas Juul-Hansen, and his vision has finally come to fruition with two New York projects, 505 W. 19th St. and 60 E. 86th St. “The objective is to make incredible residences,” he says, and to do so, he believes “there needs to be synergy with what happens inside and outside. Everything should have ... the same intent.” On 19th Street, Juul-Hansen's project consists of two buildings straddling the High Line, with 35 units that will range from \$2,500 to \$3,000 per square foot. In the upper-floor units — which span upwards of 6,000 square feet — natural light floods through 8½-foot-wide windows. A ground-floor duplex offers a 60-by-30-foot garden with a 50-foot pool. Throughout the project, brick, steel and wood speak to the neighborhood's warehouse past.

Up on 86th Street, meanwhile, Juul-Hansen's forms are less experimental — as befits the neighborhood's classic style. The 50-foot-wide site will give way to 15 floor-through units clad in fluted limestone. “The architecture is very toned down,” says Juul-Hansen, who compares the exterior to a raked Zen garden. Clean lines, grand proportions and an abundance of light speak to contemporary sleekness inside, but solid oak and marble surfaces, as well as custom rosewood details, lend themselves to traditional tastes. The asking price for the penthouse is \$20 million; a three-bedroom runs \$6.85 million.

Down in Miami, the inside/out movement is also taking foot. There's the 10-unit Glass Miami Beach, for which architect Rene Gonzalez is devising both the interiors and exteriors. The city's highest profile proponent of the trend, however, is venerable Italian architect and industrial designer Piero Lissoni. The longtime art director of furniture brands Boffi and Porro, Lissoni found his ideal first American commission in the Ritz-Carlton Residences Miami Beach — a new development for which he is creating nearly every aspect. “To be an architect in Italy means you have to be able to design anything,” says Lissoni. “To be able to think from inside to outside is absolutely crucial.”

The project's 111 condominiums and 15 private villas will draw from 60 distinct floor plans fitted with Lissoni-designed kitchen cabinetry and bathroom sinks, and will range from \$2 million to to more than \$25 million. When completed, the residences will offer the ultimate in turn-key ease. “The nature of the design will be enough that you can just furnish it with a great Rothko, one antique carpet and two perfect armchairs,” jokes the designer.



\$8-\$35 MILLION
GLASS MIAMI BEACH

With only 10 units, Glass Miami Beach can credit Rene Gonzalez for both the interiors and exteriors. The 18-story building will feature 10 full-floor units, along with an estate manager, valet, gym and 24-hour security.



UPTO \$7.5 MILLION
THE PRINTING HOUSE



Andrew Kotchen has developed both key interior and exterior design elements at The Printing House, a converted 1910 printing factory on Hudson Street, which he's helped transform into 60 luxury condos.

PHOTOS BY DONNA DOTAN.

Much like Lissoni, architect and furniture designer William Sofield views fine design as an important tool in empowering a project's intended residents — particularly those with deep pockets. “Luxury is about control and power and choice,” says Sofield, well known for his Gucci, Tom Ford and Harry Winston boutiques. Sofield's first interior-exterior project — Manhattan's 29-unit 135 E. 79th St. — is near completion, with its last two penthouses offered for \$28.5 million and \$18.5 million.

Limestone, travertine and Flemish bond brick render Sofield's exterior a graceful homage to the neighborhood's prewar buildings. Inside, hand-carved arbor motifs flank the entryways. Sofield's interiors strike a balance between tradition and minimalism — with oak flooring, limestone mantels, marble and travertine surfaces and kitchen fittings designed by Sofield himself. “We tried to imagine ourselves in every possible lifestyles. It's a little bit out of the box for us,” he says.

Architect Andrew Kotchen of Workshop/apd also had to design “out of the box” at The Printing House in the West Village. His plan re-imagined the 1979 conversion of a 1910 industrial space into 60 units ranging from 900 to 3,000 square feet and selling for \$2 million to \$7.5 million. At this former printing press, Kotchen has created external architectural details such as new entryways, canopies, windows and landscaping. In the units themselves, he favored textured surfaces like cerused oak floors, raw steel staircases and hand-glazed kitchen tiles.

For TriBeCa's Cast Iron House, Shigeru Ban Architects forged a dialogue between past and present. “Anytime you have an opportunity to work on a landmark building in New York City, it's an honor to give new life and value to a structure that is significant,” says the firm's principal Dean Maltz. He describes his architectural approach as similar to building a ship in a bottle. “The interior is modern and contemporary in contrast to the exterior,” he says of the scheme that keeps the landmarked exterior intact, while creating double-height spaces inside. Overall, the firm's most conspicuous achievement is a new two-story penthouse cantilevered atop the main structure. Set to house two duplex units, the addition appears to float over the building and features glass exterior doors that open to create a seamless interplay between home and outdoors.

With Cast Iron House penthouses expected to fetch upwards of \$15 million, Ban's expansive design vision will likely have impact where it matters most — on the bottom line. And real estate insiders suggest the value of inside/out design can only increase further. “Purchasers want a brand name for which they can gain prestige by association,” declares Bonnie Sellers, CEO of Christie's International Real Estate. “Using the ‘starchitect’ to design both the building and interiors makes an implicit statement of quality throughout the home,” she adds. “Integrating fine design enhances the experience of luxury, thereby increasing prices and property values.”



SUPTO \$25 MILLION
RITZ-CARLTON MIAMI



The Ritz-Carlton Residences, Miami Beach is the first head-to-toe American project for Italian architect Piero Lissoni. The LEED-certified condo will contain 126 homes sizes from 1,700 to more than 10,000 square feet.

PHOTOS BY DBOX.



\$8.65-\$28.5 MILLION
135 E. 79TH ST.

Just off Park Avenue, architect and furniture designer William Sofield is designing 135 E. 79th St., with 31 condo units. The lobby boasts patterned-slab stonework, antique French gilded-bronze chandeliers and a double-height vaulted ceiling.



UP TO \$10 MILLION
10 BOND ST.



Annabelle Selldorf is designing the exterior architecture and 11 residences at 10 Bond St., which will be another addition to the NoHo street's impressive array of starchitects.

PHOTOS BY DEAN KAUFMAN, DONNA DOTAN.