

# REAL ESTATE WEEKLY

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## Condo Curving Out Niche On East Side

By HOLLY DUTTON



A new tower is rising in Midtown East, and it is promising to be a step above the rest.

Developed by World Wide Group and Rose Associates, 252 East 57th Street will be a luxury condo in Sutton Place with 93 units and a host of amenities, including a 75 foot swimming pool.

“It’s an exciting time,” said Pamela D’Arc of Stribling Marketing & Associates, who is leading the sales team at the building.

Sales officially launched about a month ago, and D’Arc said the team is seeing a “wide range” of buyers, both local and foreign.

The units range from two to five bedrooms, and start on the 34th floor of the building, which will rise to 65 stories when completed, which is expected to be in 2016.

“From an architectural perspective, it’s going to be like a sculpture in the sky,” said D’Arc. “It will be very beautiful to look at from every vantage point, including from inside the apartments.”

The broker said the neighborhood has everything going for it. “I think it is one of the draws; where we are physically located, at the nexus of the Upper East Side and Sutton Place. You have easy access out of the city, uptown, the airports, and Long Island. You don’t have to drive into Midtown and I think that’s a big plus. This whole neighborhood is becoming an extension of the Upper East Side.”



Pamela D’Arc of Stribling  
Marketing & Associates



Designed by famed architects Skidmore, Owings & Merrill, the building's shape has been called "undulating" in the press, which has buzzed about the curvy glass tower and its impressive renderings, which show window-filled apartments with dramatic views of the Manhattan skyline, Central Park, and the East River.

The glass curtain wall façade will be fabricated in Italy, and has a distinctive s-curve to it that widens as the building gets higher. Because of this, each apartment is slightly different in terms of shape and space.

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## "It's going to be like a sculpture in the sky,"

—Pamela D'Arc of Stribling

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"It's a beautiful detail," said D'Arc. "The way the glass is structured maximizes the light and views. Every apartment has wonderful views and terrific light."

Daniel Romualdez designed the apartment interiors, which will include HanStone glass quartz countertops and backsplash, horizontal-grain walnut cabinetry and Miele appliances in the kitchens.

Master bedrooms will have walk-in closets with windowed en-suite master baths with polished white Nanoglass walls and walnut vanities with white glass tops. Units will also feature three-quarter inch white oak floors,

vented Asko washer and dryers, and Dornbracht fixtures.

The apartments will start at \$4.5 million and go up from there. Currently, the most expensive unit listed on the building's website is a five bedroom apartment with 5,242 s/f which is going for \$21.25 million — which calculates to \$4,053 per square foot.

The 34th floor, where the building starts, will be a full floor of amenities. There will be a living room, library, and dining room with 18 ft. ceilings, as well as two furnished guest suites for condo residents to rent. There will also be a large gym, spinning studio, yoga studio, Pilates studio, a screening room and a billiards room.

The swimming pool will be on another level, along with a hydrotherapy spa circuit with steam, sauna, ice and relaxation rooms. A children's playroom and a soundproof music practice room will also be on that floor. The building also provides bike storage, and other storage, as well as a dog grooming facility.

The entrance to the building, on 56th Street, will be a private, gated porte-cochère with an automated parking garage and attended lobby.

"It is rare to have this level of amenities, not only the amount, but types of amenities we have," said D'Arc. "It's rare to have parking. I think we have really so many distinct qualities that will make us very unique."

Images are artist renderings.

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