



Lendlease and Victor Group launches sales of Viñoly-designed tower

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Manhattan, NY Sales have launched at Lendlease and Victor Group's condominium tower 277 Fifth Ave. in NoMad. Architect Rafael Viñoly designed the 55-story tower which will be one of the tallest buildings in NoMad. Residents will enjoy views of One World Trade Center, the Empire State Building, the Chrysler Building, the Hudson River and beyond.

The 130 one-to-four-bedroom homes will range in size from 828 to 4,520 s/f. Upper-floor residences will feature 20 ft. tall living rooms and loggias – sheltered, open-air spaces that will be carved into the building's corners. Move-ins are slated to begin at the close of 2018.

"Given that views are the quintessence of Manhattan luxury, we created breathtaking panoramas by purchasing the air rights from six surrounding sites," said Moshe Shuster, President of Victor Group. "This enabled us to prevent surrounding vertical growth that might jeopardize our residents' views. It also allowed us to build desirable residences in a tower with four completely usable corners."

"At 277 Fifth Ave., every residence enjoys the prestige of being a coveted corner apartment. With at least two exposures, each residence offers fantastic light and magnificent views in every direction," stated Melissa Burch, Executive General Manager for Lendlease. "Residences begin over 100 feet above Fifth Avenue, providing picturesque treetop and cityscape views from all floors."

Rafael Viñoly designed the tower with perimeter columns, establishing an alternating rhythm of vertical floor-to-ceiling windows that will frame views along multiple exposures along with expansive interior walls for displaying art. The curtain wall of reflective glass contrasts beautifully with the solidity of the exterior columns. "We wanted to make a building that is timeless and that contributes to the legacy of Fifth Avenue, a unique and important promenade in the heart of New York City," said Viñoly.

Jeffrey Beers, best known for his sophisticated hotel and restaurant designs, complements the sleek, modernist exterior by introducing warm tones and a serene palette of refined wood and natural stone within the residences. Gourmet kitchens at 277 Fifth Ave. will feature islands topped with white Italian marble and matching backsplashes featuring unique storage niches. Residences will also include white oak and white, back-painted glass cabinets, millwork pantries and Miele appliances. Master and secondary bathrooms will offer a rich selection of Italian marble, custom-designed vanities with ample storage and Dornbracht fixtures.

277 Fifth Ave.'s light-filled amenities will feature a curated lobby library with double-height bookcases and a warmly-appointed seating area. The two-floor amenity suite will include an entertaining lounge with a separate bar and catering pantry, a private dining room, a kids' club, and a games lounge with a custom Ping-Pong table. The Technogym-equipped fitness club includes a separate training/yoga studio as well as men's/women's spas with steam and sauna, and opens onto the landscaped Fifth Avenue Terrace. Additional services will include a full-time doorman and concierge, porter services, a live-in resident manager, private storage, a pet priority program, a dry cleaning program and a vehicle concierge.

"We're seeing tremendous demand for towers with unobstructed views in the Madison Square Park area," said Kelly Kennedy Mack, President of Corcoran Sunshine Marketing Group, the exclusive sales and marketing team for the property. "With its vibrant NoMad location, 277 Fifth Avenue offers a legendary address in one of the most desirable neighborhoods for buyers right now."

"We are proud to be partners in a world class development that will contribute harmoniously to the magnificent skyline of Manhattan," said Ryan Zou, The Head of Shokai USA. "Beijing Shokai Group invested \$100 million in 277 Fifth Ave. because of both the quality of the partners in the project and the Fifth Avenue location in the much sought after NoMad neighborhood. Both those factors made our investment decision easy, quick and straightforward."

277 Fifth Ave. will occupy a special place in the city where Fifth Avenue meets the energy of 30th Street in NoMad, one of New York City's hottest neighborhoods. NoMad is known for its buzzing restaurants and bars, including the famed Eleven Madison Park, the NoMad and Ace Hotels, and the acclaimed Eataly Italian marketplace. Madison Square Park, as the heart of the neighborhood, hosts famed public sculpture installations and concert programs. 277 Fifth Avenue will contribute to the vitality of the neighborhood with residences sitting atop two levels of retail space on Fifth Avenue.

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