

19
89 | **OVER**
TWENTY
FIVE
YEARS



Moinian unveils 14-story Oskar project; Designed by CetraRuddy; Team includes Tishman, Dagher, McNamara Salvia and more

February 20, 2018 - Design / Build

Oskar, 572 11th Avenue - Manhattan, NY

Manhattan, NY The Moinian Group has unveiled the design for Oskar, a 14-story, 118-residence property. The project features elevated, refined urban design elements and finishes by architecture and design firm, CetraRuddy. The project cost was unavailable. Located at 572 11th Ave., where Hudson Yards and Hell's Kitchen converge, Oskar is the

latest addition to the national developer's growing portfolio of West Side properties, solidifying the The Moinian Group's position as a driving force behind the area's growth as a refined urban residential neighborhood.

Other project team members includes: Builder/general contractor, Tishman Construction Corp of NY; M/E/P engineer, Dagher Engineering; structural engineer, McNamara Salvia Inc.; lighting designer, Kugler Ning Lighting Design; civil engineer/environmental and geotechnical consultant, Langan Engineering and Environmental Services; exterior wall consultant, Buro Happold; and elevator consultant, Van Deusen & Associates.

“Our long-standing investment in this city's Far West Side consistently results in great success from a residential prospective, and we look forward to the success of Oskar,” said Mitchell Moinian, senior vice president of The Moinian Group. “We believe in the potential of this neighborhood, and have allocated the time, resources and expertise necessary to spearhead positive residential and commercial growth.”

Set on the corner of 43rd St. and 11th Ave., the 183,000 s/f building sits on a white terracotta base, with a masonry exterior inspired by the surrounding urban architecture. Punched openings in the lightly-colored materials allow for privacy from the bustling streets, while the continuous glass that fills each piercing creates a building that is airy and reflective, giving the illusion of floating off the sidewalk.

“The intimacy of Oskar is a welcome complement to its neighbor, Sky,” said Natasha Vardi, senior vice president of residential properties at The Moinian Group. “Oskar will continue to elevate the lavish offerings in the area, providing an opportunity for residents to live in a quieter, more discreet space without compromising on luxury, amenities or finishes.”

Inspired by a more modern aesthetic, each of Oskar's studio, one and two-bedroom residences feature specialized entry doors with smart locks, custom taupe oak wood floors, and floor-to-ceiling, bay-like windows that flood each apartment with light while maximizing city and river views. Central HVAC systems buffer sound from the urban streetscape. Sleek kitchens are complete with Caesarstone counters, niche shelving and custom paneled appliances, while the floor-to-ceiling tiled bathrooms feature soaking tubs and a Grohe

combination shower wall system. Bedrooms offer custom closet interiors, and each residence includes a Bosch washer/dryer.

Lobby at Oskar, 572 11th Avenue - Manhattan, NY

The top floor of Oskar will also have an exclusive penthouse collection and select residences will provide private outdoor space.

“Oskar has been designed as a sanctuary for urban luxury – a calm sophistication with a chic downtown attitude,” said John Cetra, founding principal, CetraRuddy. “The building creates a light reflectivity amidst a dense urban fabric. Its sculpted form of gleaming terracotta with a combination of angled and curvilinear window patterns creates exciting living spaces from within, while bringing visual lightness and artistic form to the streetscape.”

Residents and guests visiting the building will also be privy to a private art collection, including a custom sculpture created for Oskar situated adjacent to the lobby’s private courtyard. Additional common spaces include rooftop and indoor lounge areas, fitness studio, business center, café seating area, and second-floor garden terrace. Residents also have access to Life Time Athletic, the fitness center at Sky. The doorman building will also have a 24-hour concierge.

Oskar gained its name from Oskar Brecher, a respected real estate professional who joined The Moinian Group in 2004 to oversee the firm’s development portfolio. Brecher quickly became a significant influence on the firm’s direction and growth before his passing in 2016.

“Oskar’s experience, insight and passion for real estate contributed to the success of major projects such as 3 Hudson Boulevard, Sky, and 572 11th Ave., now known as Oskar,” said Joseph Moinian, Founder & CEO of The Moinian Group. “More importantly, Oskar’s dedication and kindheartedness made him a role model to all those who knew him.”