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Solow Building launches leasing at 685 First Avenue

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Living space at 685 First Avenue - Manhattan, NY

Manhattan, NY Solow Building Co. has launched leasing at 685 First Ave., a residential tower. Rising 43 stories tall and situated along the East River, the black glass building is introducing a collection of 408 rental apartments featuring breathtaking river views and located in the heart of Midtown East.

“685 First Ave. is one of our most remarkable projects to date – we have taken the signature attention to detail and design that Solow Building Co. is known for and elevated it to create an unparalleled living experience,” said Sheldon Solow, founder and CEO of The Solow Building Co., who was joined by his son, Stefan Soloviev, in the development of the tower. “We believe these residences provide a unique opportunity in today’s market and are confident that they will appeal to

a range of residents looking to make Manhattan their home.”

A veteran within the real estate community, Solow Building Co. is known throughout the industry for its highly regarded residential buildings and management services. Its artfully designed black glass building facades have also become a hallmark of the company, garnering much attention.

A layered black glass form that rises 460 feet into the sky, 685 First Avenue’s captivating façade is an unprecedented interplay of black and light, creating a balance that reflects the architecture’s bold exterior and luminous, sun-drenched interiors. The western facade is defined by a second glass curtain wall that adds further depth and dimension to the building as well as creates one-of-a-kind balconies partially enclosed to enable privacy and protection from the elements, as well as an abundance of natural light. Located on floors three through 28, the rental collection is positioned below the building’s luxury condominiums.

With leasing and move-ins underway, apartments for the rentals range from studios to three-bedroom homes, in addition to a special collection of over-sized loft studios.

The homes have been meticulously crafted to feature generous, airy layouts with intelligently designed living and bedroom spaces as well as oversized closets. Floor-to-ceiling glass windows, which remain translucent from the interior of the building, redefine modern urban luxury and ensure the flow of natural light throughout each home. Each residence is outfitted with custom-designed roller shades to provide discretion and privacy.

White oak flooring runs throughout the residences, and kitchens are outfitted with white quartz counters, Bosch appliances and cabinets clad in custom-crafted Italian white lacquer. A custom heating system, the first of its kind, is hidden beneath the floorboards along the exterior of the walls to ensure the windows and residences maintain a comfortable temperature.

An elaborate glass frame forms the entrance to building’s central lobby, an extraordinary triple-height space that features travertine clad walls and floors. A work of art in its own right, the space’s true centerpiece is a three-paneled Joan Miró masterpiece from Sheldon Solow’s personal collection. Once hung in the National Gallery, the stunning artwork will be installed on the back wall of the lobby.

Residents of 685 First Avenue will also have access to a comprehensive suite of best-in-class amenities that were thoughtfully designed to create a complete lifestyle. Wellness and fitness aficionados will enjoy a top-of-the-line fitness center with TechnoGym equipment and private training studio; 70-foot indoor lap pool with breathtaking views of the East River; sauna; and steam room. Adding to the allure are several entertainment options, including an expansive resident lounge and game room equipped with a private dining and entertaining space, billiard tables, a foosball table and separate screening room with custom built-in seats.

Co-working areas and a whimsically designed children’s playroom provide additional conveniences, as well as a 24/7 attended lobby. Other service options available at an additional cost include

resident storage, bicycle storage and on-site parking with direct entry through a gracious underground porte-cochere.

“The rental residences at 685 First Avenue signify a new offering in the market today,” said Gary Malin, President of Citi Habitats. “The level of finishes and quality of design is unprecedented in this setting, and the building’s Midtown East location is unbeatable for anyone looking to explore all that Manhattan has to offer. We are confident these homes will address a demand for luxury housing of this that is caliber available for rent.”

Located in the thriving Midtown East neighborhood between East 39th and East 40th streets, 685 First Avenue is situated in one of Manhattan’s most popular and well-connected areas. Just south of the scenic gardens and historic brownstones of Tudor City and the renowned United Nations Complex, with the East River right outside the building’s front door, 685 First Avenue is supremely positioned amidst some of the most unique architectural landscape and vistas in New York City. Just a short distance from the best dining and shopping of Midtown, as well as the East River Esplanade and East River Ferry, heliport and Grand Central Station, the condominium is perfectly poised for renters on the hunt for a home with everything Manhattan has to offer at their fingertips.

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