



Related Cos. names Zaha Hadid to design 11-story boutique condo

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Related Companies commissioned Zaha Hadid Architects (ZHA) to design a boutique condominium adjacent to the High Line at 520 West 28th St. in Chelsea south of Hudson Yards. The 11-story residential development will mark Hadid's first commission in New York City.

"We are proud to partner with Zaha Hadid Architects and to continue Related's commitment to the very best in urban architecture," said Jeff Blau, CEO of Related Cos.

The 11-story development will feature 37 residences of up to 5,500 s/f, focusing on large layouts with 11-foot ceilings, with technological integration. Designed with multiple elevator cores, a majority of the residences will have a private vestibule and entrance.

The development's design captures the location's urban context, where an interplay between the city and the High Line has created an urban dynamic among the elevated park and surrounding streetscape. The same interplay is seen within the building's design; a chevron pattern enhances the sculpted exterior, at once separating and merging the two distinct zones.

"Our design is an integration of volumes that flow into each other and, following a coherent formal language, create the sensibility of the building's overall ensemble," said Zaha Hadid, founder of Zaha Hadid Architects and the first woman to be awarded the Pritzker Architecture Prize. "With an arrangement that reinvents the spatial experience, each residence will have its own distinctive identity, offering multiple perspectives and exciting views of the neighborhood."

ZHA's previous work at The MAXXI: National Museum of 21st Century Arts in Rome, Italy and the London Aquatics Centre for the 2012 Olympic Games. Previous seminal buildings such as the Rosenthal Center for Contemporary Art in Cincinnati and the Guangzhou Opera House in China have also been hailed as architecture that transforms our ideas of the future with new spatial concepts and visionary forms.

Residents of 520 West 28th St. can enjoy the High Line while maintaining privacy and exclusivity. The double-height entrance lobby offers glimpses beyond to the residents' communal spaces and an outdoor garden. The generous terraces and courtyard further enhance the residential experience and a substantial roof terrace, indoor pool and spa, entertainment space and playrooms give even greater opportunities to relax and entertain. These offerings will be part of a rich services and amenities program befitting the discerning luxury buyer to which the property will appeal.

In addition to the enchanting High Line park adjacent to the building, the property will benefit from nearby additions, including Avenues: The World School, and new restaurants. The site will also hold an important place within Related's footprint in this valuable neighborhood - the company is soon launching a new luxury rental property at 30th St. and 10th Ave. as well as the much anticipated Hudson Yards project. This 26-acre mixed-use development two blocks to the north will include residential, office, retail, parks, open space, culture and entertainment. The first tower, the South

Tower, will open in 2015.

As the nation's preeminent developer of luxury residential properties for more than a quarter century, Related pioneered the concept of commissioning celebrated architects to design residential properties by selecting Robert A.M. Stern to plan his firm's first luxury condominium, The Chatham. Over the past decade, Related has continued its commitment to world class architecture and design collaborating with distinguished architects and designers, including Skidmore Owings and Merrill, Diller Scofidio + Renfro, Frank Gehry, Yabu Pushelberg, Gwathmey Siegel & Associates, David Rockwell, Marmol Radziner, Adam Tihany and Clodagh. Related's luxury portfolio has produced stunning and innovative buildings nationwide, redefining sophisticated urban living and placing Related at the vanguard of new urbanism. At Time Warner Center's One Central Park and The Residences at Mandarin Oriental, Related trademarked Five Star Living: world-class location, breathtaking views, inspired architecture and design, unrivaled amenities and superior services.

Related is currently developing several notable residential projects in New York City including: 205 East 92nd St. in collaboration with Handel Architects; 456 Washington St. in collaboration with BKSK Architects; 480 Main St. in collaboration with Handel Architects; 500 West 30th St. in collaboration with Robert A.M. Stern Architects; 555 West 30th St. in collaboration with Diller Scofidio + Renfro and Rockwell Group; Hunter's Point South in collaboration with SHoP Architects; and One Madison. Related is also developing Ocean Ave. South in Santa Monica in collaboration with Moore Ruble Yudell Architects & Planners, Clodagh and Marmol Radziner in Santa Monica; Parcel M in collaboration with Arquitectonica in downtown Los Angeles; 111 West Wacker Dr. in Chicago in collaboration with Handel Architects; and 100 Arlington in Boston in collaboration with Elkus Manfredi Architects.

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