



Equity Residential launches leasing at Prism: 40-story hybrid rental/condo seeks LEED certification

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On Park Ave. South, leasing is underway at Prism at Park Ave. South. Prism is being developed by Equity Residential, and is the rental portion of the 40-story hybrid rental/condo designed by Pritzker-prize winning architect Christian de Portzamparc. This new addition to the skyline "is a sleek, modern tower that respects NYC's classic streetscapes," said de Portzamparc, who designed the structure using walls of sculptural glass to create unique, yet functional floor plans. No two apartments are identical. In some units, the layout juts over the street, creating a feeling of floating over the urban activity below. De Portzamparc won the architectural Pritzker Prize in 1994 and is known for his bold, modern designs, examples of which include the LVMH Tower in New York and the Philharmonie Luxembourg performance venue.

"We're delivering residences designed by a world-class architect," said George Kruse, first VP of development with Equity Residential. "Prism continues to transform this already exciting neighborhood with an architectural gem that is drawing strong interest from potential renters."

The rental apartments at Prism rise from floors two through 22 and consist of studio to three-bedroom units. All apartments have distinctive layouts and cityscape views, and select units feature private terraces. The building's top floors feature the condo residences, 400 Park Ave. South, developed by Toll Brothers City Living. By partnering with Toll Brothers, Equity Residential sets a new standard for modern luxury city living with renters receiving access to a condo-quality amenity package. "Our residents will be able to live in high-end rental residences with access to five-star condo amenities," said Kruse. "We consider this a 'win-win' for everyone involved."

Consistent with its commitment to a healthy environment and sustainable living, Equity Residential will obtain LEED certification for Prism at Park Ave. South and residents will also enjoy smoke-free living.

Upon entering the lobby, residents and their guests will enjoy a 24-hour concierge, a multi-functional conference meeting room, a resident lounge with catering kitchen and private dining room, a golf simulator, a screening room, and personal bike and storage spaces. The building's extensive amenity package also includes a fully-equipped fitness center, a yoga and spin studio, a lap pool and steam and sauna rooms.

The floor-to-ceiling windows and wide plank, white-oak wood floors grace Prism's rental apartments. Kitchens feature white-oak flat front cabinetry and quartz countertops. Baths boast white-pearl marble countertops and custom vanities. Select units offer glass-enclosed showers with hand and rain head options, as well as soaking tubs. All apartments include a washer and dryer. Model apartments, designed by BNO Design, are open for preview by appointment only.

Prism brings upscale apartments to a thriving Manhattan area that has seen little new residential development in recent years. The location sits near the trendy Gansevoort Park Ave. NYC hotel,

and is within short walking distance of the beloved Madison Sq. and Union Sq. parks and key transportation hubs.

Prism at Park Ave. South is part of the growing Equity Residential portfolio, which includes more than 10,000 apartments in the New York area. The company is known for its dedicated employees offering personal attention, resident services and a promise that routine service requests will be completed within two business days. Equity Residential also guarantees that new residents will be completely satisfied with every aspect of their new home.

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