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CetraRuddy redesigns interiors and amenities at 212 West 72nd St.

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Entrance rendering, 212 West 72nd Street - Manhattan, NY

Manhattan, NY 212 West 72nd St., originally built as the Upper West Side's premier rental address in 2010 with its iconic curved glass façade, is being transformed into luxury condominium residences designed by design firm CetraRuddy. The teaser website has just launched, already garnering interest from a slew of prospects, including former renters who are eager to return as owners.

The re-envisioned 212 West 72nd St. offers 126 one- to five-bedroom residences with expansive floor plans and floor-to-ceiling windows. Sales will be exclusively handled by Corcoran Sunshine Marketing Group. The project's developer is Centurion Real Estate Partners.

All interiors and amenities have been redesigned by CetraRuddy. The building's new floor plans flow from room to room, emphasizing natural light, maximizing storage and delivering spaces that are welcoming and truly useful for an elevated NYC lifestyle. For the residences, CetraRuddy designed a palette of textures, neutral tones and metallic accents to complement 212 West 72nd St.'s light-filled interiors. The firm incorporated white lacquer cabinetry, and quartzite countertops and backsplashes in the kitchens, white marble on the walls and floors of the master bathrooms and white oak plank flooring throughout the homes.

212 West 72nd St. will launch with a curated collection of indoor and outdoor amenity spaces. The building's third floor features a residents' lounge that is designed to function as the building's "great room" for city living, complete with seating areas and a landscaped outdoor terrace. The children's playroom is adjacent to the lounge. This flexible space can be used for play, arts and crafts, reading, homework, or working with a tutor. The fitness center by The Wright Fit rounds out the amenities on the third floor.

It was designed with two private training studios, a MIRROR Home Fitness system, as well as its own outdoor fitness terrace that can be used for yoga, meditation and strength training.

A landscaped private deck crowns the 20-story building. Residents will enjoy a sundeck with

lounges, private entertaining spaces, barbeques and a cozy gas fireplace. Additional amenities and services include a full-time doorman, LivUntld concierge access for dining arrangements and move-in services, a live-in resident manager, cold storage, bicycle storage and private storage.

Representing a rare foray into modern architecture for this classic New York neighborhood, 212 West 72nd St., located at the intersection of 72nd and Broadway, had consistently commanded some of the highest rents on the Upper West Side.

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