



## **Centurion Property Investors commence sales at 212 West 72nd St.**

February 02, 2021 - Owners Developers & Managers



Manhattan, NY Centurion Property Investors has launched sales at 212 West 72nd St., an iconic modern Upper West Side building noted for its curved glass façade and dramatic presence, and currently undergoing a top-to-bottom transformation into condominium residences. Built in 2010 as the neighborhood's premier rental building and formerly known as "The Corner," 212 West 72nd St. now offers 126 condominium homes ranging from one- to five-bedroom layouts. Design firm CetraRuddy has led the elegant redesign of these residences, including upgraded and completely re-envisioned interiors and a new suite of amenities. The first completed model residences are now available to tour and experience, ahead of the building's Spring 2021 opening to residents.

212 West 72nd St. is located at the corner of 72nd and Broadway overlooking Verdi Sq. As a rental, 212 West 72nd St. commanded some of the highest rents on the Upper West Side thanks to its

prime location, airy and light-filled residences and views of Central Park and surrounding landmarks. As a luxury condominium with the convenience of having Trader Joe's and Duane Reade within the building and the 72nd St. Subway across the street, 212 West 72nd St. is well-positioned to set a new standard for ideal, modern living on the Upper West Side.

"212 West 72nd St. is truly a one-of-a-kind project," said John Tashjian, a managing partner at Centurion Property Investors. "As we were planning the redesign, we were overwhelmed by the amount of inquiries we received from former renters who were interested in returning to the building as owners. They know first-hand about the building's prime location in the heart of the Upper West Side and wanted to secure their spot in its next life as a luxury condominium. The new 212 West 72nd St. was designed with a modern New York lifestyle in mind, and we're excited to launch sales and show people why this building has such a strong following."

212 West 72nd St.'s residences range in size from 714 s/f to 3,070 s/f, with select homes spacious private terraces. Many of the residences feature open floor plans that take advantage of the building's curved glass façade, a concept that provides light and vistas that is specifically unique to 212 West 72nd St.

"For 212 West 72nd St.'s next chapter, we wanted to reinterpret modern living on the Upper West Side," said Nancy Ruddy, the founding principal of CetraRuddy. "The vast glass expanses that define the building's architecture flood the interior spaces with light, air and a general feeling of serenity. We complemented the panoramic glass windows, not typically seen in many Westside buildings, with modern open floor plans that are not only welcoming, but truly useful for an elevated New York City lifestyle."

The furnished model residences showcase the lifestyle that buyers can experience at 212 West 72nd St., including one- to four-bedroom layouts.

In each of the 126 residences, the living and dining rooms are open, spacious and elevated by high-performance floor-to-ceiling windows that reduce noise and protect against glare, ultraviolet exposure and solar heat gain. The layouts also promote flexibility, supporting quality time at home as well as formal entertaining. "It was important to us that residents could easily adapt their homes to fit the needs of their individual lifestyles," Ruddy said of the design.

Giving attention to the details that matter most, CetraRuddy also took every opportunity to optimize storage, emphasize light and create flow throughout the residences. The firm selected a soft color palette of neutral tones, subtle metallic accents and unique textures to complement the light-filled interiors, and incorporated finishes such as white lacquer and quartzite in the kitchens, and white oak plank flooring throughout. In the custom kitchens, the cabinetry and countertops are not only designed for form, but also for function with plenty of storage spaces.

In the master bathroom, luxurious materials and thoughtful details create a private sanctuary.

Custom-designed vanities by CetraRuddy feature polished nickel accents and large, deep drawers clad in a leathered textile. Medicine cabinets offering abundant storage are framed by nickel, and sconces accented by handmade crystal shades cast a romantic light. Showers are crafted with fluted glass panels set in a polished nickel frame, and soaking tubs feature a custom marble surround. Floor-to-ceiling marble walls and honed marble floors complete a sophisticated environment.

The transformation of 212 West 72nd St. includes all indoor and outdoor amenity spaces. Residents will arrive home to an elegantly redesigned lobby staffed with a full-time concierge. The softly illuminated double-height space features walnut paneling, custom-finished walls and archways, and terrazzo flooring.

On the building's third floor, there is an all-new 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. Adjacent to the lounge is a children's playroom, a light-filled room, complete with reading nooks and colorful banquettes, to be used for play, arts and crafts, reading, or homework. The third floor's windowed fitness center, curated by The Wright Fit, is a state-of-the-art offering. Outfitted with stationary bikes, treadmills and strength-training equipment, the space features stunning wood paneling on the ceiling and oversized windows overlooking the landscaped outdoor fitness space. This area can be used for yoga, meditation or private training sessions.

"We were very thoughtful about the design of the amenity spaces and who would use them, which is why we opted for a vibrant color palette," said Ruddy. "The third-floor lounge is a modern interpretation of a great room, so we wanted it to feel welcoming for all ages."

A landscaped private roof deck tops the 20-story building. Residents enjoy a sundeck with lounges, private entertaining spaces, barbeques and a gas fireplace. Additional amenities and services include a full-time doorman, concierge access for dining arrangements and move-in services, a live-in resident manager, cold storage, bicycle storage and private residents' storage.

Located between Central and Riverside Parks, 212 West 72nd St. is located on the Upper West Side. The building is home to a Trader Joe's as well as a Duane Reade, and is close to the 72nd St. subway station, providing access to the rest of the city.

Corcoran Sunshine Marketing Group is the exclusive marketing and sales firm for 212 West 72nd St.