



## **DDG reveals details of full floor condos at 532 West 20th St.**

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Photo credit: Robert Granoff

Manhattan, NY Joe McMillan's DDG has revealed details about their new development, 532 West 20th St.

532 West 20th St. is an intimate collection of only nine full-floor condominium residences emphasizing privacy and sanctuary in the center of West Chelsea's gallery district, where neighbors include collector destinations such as David Zwirner, Gagosian, ACA, Tanya Bonakdar and Jack Shainman. Inspired by these surroundings, the building features a gallery-like exterior façade of exposed concrete and handmade, hand-laid bricks from Denmark's Petersen Tegl.

From the private parking garage, residents have secure, direct elevator entry into their full-floor homes, each of which features a private south-facing terrace. The homes are ideal for buyers who desire privacy and discretion.

For 532 West 20th St., DDG tapped frenchCALIFORNIA, who partnered with Magen H Gallery to curate an exhibition titled "The Collector: Le Gout Francais." FrenchCALIFORNIA outfitted the space with international mid-century and modern collectible design pieces with a particular focus on French post-war design, including pieces by Guillerme et Chambron, Pierre Chapo, Max Ingrand, Jacques Adnet, André-Aleth Masson and more.

"For the design of the 532 West 20th St. space, we wanted to bring in works from renowned European designers, leaning into Magen H's masterful collection of French post-war design," said Guillaume Coutheillas, founder of frenchCALIFORNIA. "Our goal was to add a sense of history and place to the unit, bringing in pieces that tell a story and add character to the ultra-modern design and architecture of the new building. It was an overall incredible experience working with DDG's CEO and chairman Joe McMillan to design one of his units, as he is a personal mentor of mine and an industry leader."

"Today's luxury buyer in Manhattan is looking for larger living spaces, private outdoor areas and a more boutique lifestyle experience," said McMillan, founder, CEO and chairman of DDG. "With only nine loft-like full-floor homes, private parking, direct elevator access and south-facing terraces for every home, 532 West 20th St. perfectly represents the desires of today's discerning buyer."

This rare new development in West Chelsea offers a discrete, truly bespoke residential sanctuary in New York's most culturally rich and architecturally distinct neighborhood."

frenchCALIFORNIA, a branding and design firm founded by Coutheillas, is proud to reveal a new design project, "The Collector: Le Gout Francais," within 532 West 20th St. frenchCALIFORNIA outfitted model unit number 5 in partnership with Magen H Gallery.

frenchCALIFORNIA utilized a neutral color palette, natural materials, soft textures and warm wood accents that juxtapose the hard concrete of the building's exterior. The full floor, open-space plan provided an opportunity to choose a variety of works ranging from small ceramics to large sideboard and daybeds. frenchCALIFORNIA catered to the loft-like features of the space while curating a specific type of luxury that a potential buyer of this caliber would expect, complete with coveted design and art pieces that they are looking to collect.

With an expansive and diverse network in the design industry, frenchCALIFORNIA is noted for conceiving and curating collectible design exhibitions within luxury model residences. For 532 West 20th St., frenchCALIFORNIA partnered with Magen H Gallery, a gallery that has championed innovative designers in the decorative arts, sculpture, architecture and ceramics since 1997. Curating an exhibition titled "The Collector: Le Gout Francais," frenchCALIFORNIA outfitted the space with international Midcentury and Modern collectible design pieces with a particular focus on French post-war design. Rare works by French design masters are seen in situ, with pieces by Guillerme et Chambron, Pierre Chapo, Max Ingrand, Jacques Adnet, André-Aleth Masson and more.

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