



Midwood Investment & Dev., EJS Group and Robert A.M. Stern Architects reach 72% sold at 150 East 78th St.

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Credit: Hayes Davidson

Manhattan, NY On the heels of launching sales earlier this year, 150 East 78th St., a condominium development designed by architectural firm Robert A.M. Stern Architects with interiors by designer Robert Couturier, has signed over \$135 million in contracts in less than seven months. Offering 25 residences and amenities on the Upper East Side, the building is now 72% sold and getting ready for first closings before year end.

“150 East 78th St. is a world-class building offering the highest level of finishes and design. Midwood and EJS couldn’t be more excited to see our vision come to life in record time,” said John Usdan, CEO of Midwood Investment & Development.

Ted Segal, founder and president of EJS Group said, "It is incredibly gratifying to see such enthusiasm for our project. Buyers are recognizing the value of purchasing a home at a building as special as 150 East 78th St."

150 East 78th St. has attracted buyers who are enthused by Robert A.M. Stern's elegant reflection of New York City tradition in a current way. Inspired by the Upper East Side's Classic architecture, Robert A.M. Stern Architects designed 150 East 78th St. to fit with the surrounding townhomes and treelined streets. The building features a boutique design, with half-floor and full-floor layouts and direct elevator access into each residence, private terraces, as well as proportions that allow natural light through multiple exposures. Complementing the building's exterior and layouts, Couturier brings a sense of privacy and prewar sensibility to each interior residence at 150 East 78th St., representing his first fully-commissioned residential building. In addition, Couturier designed eat-in kitchens in partnership with cabinetry maker Christopher Peacock.

Credit: Depict

Ranging from three-to-five-bedroom homes, notable residences currently in contract at 150 East 78th St. include Duplex PH11A, featuring multiple arched windows and two terraces, as well as a full floor combination home, totaling over 5,000 s/f. A limited collection of residences is still available, including four unique penthouses with custom fireplaces and livable terraces that provide Central Park, the East River, Midtown, and the Upper East Side exposures. Sales and marketing for the building is being exclusively handled by Alexa Lambert of Compass Development Marketing Group.

"Buyers and brokers are recognizing the unique opportunity to live at 150 East 78th St., a boutique new development located in one of the most beautiful and established neighborhoods in the world," said Lambert. "Since launching sales, we've continually seen a tremendous response from buyers and brokers, who are gravitating toward the building's privacy and wonderful amenities. The city's most celebrated cultural destinations such as Central Park, The Metropolitan Museum of Art, and The Guggenheim, are also just a few blocks away, not to mention Madison and Fifth Avenue shopping and dining."

With access to amenities and services, residents at 150 East 78th St. may reserve The Parlor, complete with a billiards table and en suite catering kitchen for private gatherings; The Athletic Club featuring a regulation squash court and retractable basketball hoop; and fitness center outfitted with Technogym equipment, private training studio, and golf simulator. The roof features a landscaped terrace with seating and dining areas, including a firepit and grill. Additional amenities include a children's art and activity room, a pet washing station, bicycle storage, cold storage, commercial washers and dryers and a 24-hour concierge.