



Landsea Homes and DNA Development begin closings at FÖRENA condos

April 12, 2022 - Owners Developers & Managers

Manhattan, NY Landsea Homes Corp., along with DNA Development, have commenced closings at FÖRENA, a Scandinavian-inspired condominium located at 540 Sixth Ave. With both interiors and architecture designed by Morris Adjmi Architects, FÖRENA offers 50 residences and a curated amenity program that has redefined luxury living at the intersection of one of the borough's most desired neighborhoods.

In addition to commencing closings, the building has recently unveiled two model residences on the third floor.

Designed by Urban Casa, the models boast a modern aesthetic with deep textures, wallpapers with rich colors, different wood finishes and a host of custom artwork. Urban Casa's interior design complements Morris Adjmi's Scandinavian sensibility within the building that is soothing yet elegant and refined.

The building will be unveiling another model residence on the tenth floor later this spring as well as Penthouse B, which is a 2,052 s/f residence providing three bedrooms and complemented by a 634 s/f private terrace.

"After launching sales last year, we couldn't be more pleased to reach this exciting milestone at FÖRENA and to welcome residents to their highly anticipated new homes," said Jed Lowry, division vice president at Landsea Homes, developer of FÖRENA along with DNA Development. "Residents have the best elements of New York right outside their doorsteps but also receive the ultimate sense of relaxation within the serene homes and the amenity selection."

Named for the Swedish word for "unite," FÖRENA is located at 540 Sixth Ave. at the intersection of Greenwich Village, Chelsea, Union Square and Flatiron. The 12-story building offers 50 residences optimized for modern living that range from one- to three-bedrooms.

"Our team has loved selling at FÖRENA as there is truly no other building like it and the response has just been incredible," said Glenn Davis of The Tuinstra | Davis Team. "One of the building's primary selling points is its unique and exquisite Scandinavian design and cascading terraces which buyers have really come to appreciate. In the city that never sleeps, buyers want to feel like their

homes offer a sense of tranquility, and the ones at FÖRENA do just that.”

The residences at FÖRENA evoke a Scandinavian sensibility, with a restrained and soothing palette along with materials that are luxurious yet welcoming. Homes feature fluid layouts with graceful proportions that adapt to any lifestyle, with ceiling heights ranging up to 13 feet, and oversized tilt and turn windows that flood each residence with sunlight, while many residences also offer a spacious private terrace for al fresco dining and open-air relaxation. Bespoke, open-style kitchens create the heart of each home, featuring a complete Miele appliance package, Calacatta Regina marble slab countertops and backsplashes, and lacquered Italian cabinetry hand finished by artisans outside of Venice. Tranquil, light-filled bathrooms boast Calacatta Regina and Montagna D’Argento marble and a custom-designed oak vanity with brushed nickel fixtures and oil rubbed bronze accents.

FÖRENA will provide residents with a well-curated selection of amenities that contribute to the seamless and peaceful lifestyle at the building. Offering a calming respite from the bustling city, residents have access to a lush Zen Garden that is perfect for meditation practices with its soothing ambiance. Optimal health and wellness is also encouraged with a natural light-filled modern fitness center outfitted with Technogym equipment on the second floor. FÖRENA will also offer a residents’ lounge and kitchen equipped with secured private aperitif lockers, as well as an expansive landscaped rooftop escape replete with outdoor dining and sitting areas, including a kitchen and a gas grill. The building also offers a bike room and extra storage available for purchase.

FÖRENA residents have the best of New York right outside of their homes. Located moments away are some of the city’s best fine dining establishments, cultural institutions such as The Whitney Museum of American Art, as well as an endless stretch of stores along Fifth Avenue. Residents also have access to numerous green spaces with Union Square Park, Washington Square Park and Madison Square Park all nearby. A variety of convenient transportation options are also within close proximity.

Sales and marketing for FÖRENA is exclusively being handled by Douglas Elliman Development Marketing, The Tuinstra | Davis Team, and The Eklund | Gomes Team at Douglas Elliman.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540