



RXR development launches leasing for 27-story residence - Maven

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Bronx, NY RXR, a real estate owner, operator and developer in the New York Tri-State area, has launched leasing at Maven, a new ground-up, 27-story residential tower located at 2413 Third Ave.

Maven is RXR's first development in the Mott Haven neighborhood and features 200 units, 60 of which are rent-stabilized apartments for middle-income households, lobby art installations, 81 on-site enclosed parking spaces and electric vehicle charging stations, amenity spaces, and 721 s/f of retail space planned to be leased to a local business. The building is situated minutes from the Third Ave. Bridge.

Maven's lobby art installation provides an experience when entering the building while keeping residents connected to the community. RXR hosted nine local artists on-site to install an immersive and vibrant art experience, recognizable from the moment residents walk through the front door. The lobby is complete with 10 large-scale wall-to-wall and floor-to-ceiling works, ranging from 8 to 19 ft.

in height, of pop and contemporary art meant to reflect the spirit of the city. Featured artists include local graffiti artists Cope 2, CRASH and Phoebe NewYork, as well as contemporary urban artists Mr. Brainwash, WRDSMITH, Bollee Patino, Fat Cap Sprays, Plastic Jesus and Jimmy Paintz.

Designed by CetraRuddy, Maven's architecture features a mix of one-, two- and three-bedroom floor plans ranging from 502 to 1,272 s/f. Apartment design highlights include stainless steel appliances, built-in closets, matte black iron fixtures, glass and tile shower enclosures and subway tiling.

Residents will have access to nearly 21,000 s/f of amenity spaces including a fitness center, outdoor lounge areas, co-working spaces, a game room and a roof terrace with seating and grilling stations. The building also includes access to a pet spa, 24-hour concierge, and RXR's home residential technology package 'RXO'.

"We're incredibly excited to begin leasing at Maven, moving one step closer to welcoming residents to our first Bronx development with an elevated residential experience and pristine amenities. RXR's foray into the Bronx was a natural progression in our development strategy and Mott Haven, in particular, welcomed a unique opportunity to plant roots within a historic, burgeoning neighborhood," said Joseph Graziose Jr., executive vice president of development services at RXR. "We strongly believe in the vibrancy of the South Bronx, with a rich cultural history that serves as endless inspiration for the creative community we're looking to foster. We're proud to play a small part in Mott Haven's ongoing, remarkable transformation."

"Connectivity to nature was an important cornerstone of our design," said Nancy Ruddy, founding principal of CetraRuddy. "Maven's lobby is defined by visibility to greenery and a lush garden. The serenity of biophilic design is complemented by a uniquely curated art program of local and contemporary artists. The building form, detailing, and embedded art create an inspiring residential experience."

"Douglas Elliman Development Marketing is excited to be partnering with RXR at Maven," said Chris Miolla, marketing and creative director at Douglas Elliman Development Marketing. "Tucked away in the emerging Mott Haven, South Bronx neighborhood, the property is strongly connected to the arts, featuring a welcoming lobby that doubles as a gallery and displays original commissioned works by some of the most notable urban artists today."

Maven is set to open Fall 2023.

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