



DXA Studio unveils designs for Anbau's 10W17 condo - 50,000 s/f

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Manhattan, NY DXA Studio, the New York City-based architecture and design firm, unveiled its designs for 10W17 at a public hearing of the Landmarks Preservation Commission. Anbau is the developer for this new multi-family condo building, which is scheduled for completion in 2025.

10W17 is located in the Ladies Mile Historic District on 17th St. between 5th and 6th Aves. At 185 ft. and 17 stories tall, 10W17 will contain 23 condo units in more than 50,000 gross s/f. The apartments will be a range of two-, three- and four-bedroom units; two of the units will be duplexes. There will be more than 2,000 s/f of amenity spaces.

10W17 is a celebration of the inflection point of the worlds of fashion and architecture, with a layered building envelope that records the architectural traditions of the Ladies Mile beneath a fabric-like draping of high-performance concrete meant to evoke the spirit of modernity and the origins of the aesthetic movement.

To achieve this concept, the building's street façade is created out of ultra-high-performance concrete (UHPC) panels that are molded to resemble some flowing fabric. This ties into the history of the Ladies Mile district history as it was originally the center of garment fabrication in the city. Approximately 200 UHPC panels will sit on a rain screen paneling system – allowing improved thermal performance for the building. The building will exceed the most recent energy requirements and will utilize all electrical appliances throughout.

In the late 1800s, the district was home to some of the country's first department stores, and between them, some 75,000 people were at work in small manufacturing store and loft buildings, making the first ever mass-produced clothing. At the same time, a reform movement started in England that challenged the Victorian and Edwardian fashions of the era was afoot. Oscar Wilde was the emissary of the Aesthetic Movement, which deemed the excesses and oppressive nature of the preceding fashion as absurd and pushed for a fashion that was more practical and celebratory of the human form.

Wilde arrived in New York following the publishing of his *The Philosophy of Dress*, famously responding at customs when asked if he had anything to declare, "only my genius!" His lectures resonated and young New Yorkers embraced the new movement, and the Ladies Mile produced them for an eager nation.

"This building is a nod to a specific moment in the district's history when the aesthetic movement occurred," said Jordan Rogove and Wayne Norbeck, partners of DXA Studio. "This centered around the move away from the overly exaggerated dress of the 19th century fashion trends, towards a more functional and form fit style of clothing that focused more on expressing the human body. The building design concept then draws parallels between this and the modern movement of architecture that was occurring also at this time."