



Sales launch at 200 East 75th; design by Beyer Blinder Belle Architects and Yellow House Architects

April 30, 2024 - Design / Build



Manhattan, NY EJS Group, a real estate development company based in New York, launched sales at 200 East 75th St., a new boutique luxury condominium development with 36 residences designed by the award-winning architecture firm Beyer Blinder Belle Architects, with interiors by Yellow House Architects.

Located on the corner of Third Ave. and East 75th St. on the Upper East Side, 200 East 75th St. offers a living experience at the intersection of artistry and luxury. Designed by Beyer Blinder Belle Architects, the 18-story building shows an exterior with a handset limestone base and a patterned brick façade with accents of fluted terracotta and metal detailing. The tower's architecture is complemented by penthouse setbacks accentuated with terracotta jewel boxes and select residences featuring Juliet balconies, ensuring a smooth integration with the streetscape of the Upper East Side.

AD100-recognized architecture firm Yellow House Architects, led by founder and principal Elizabeth Graziolo, approached the interior spaces with their signature blend of classicism and contemporary sensibility, marking a milestone as the firm's first fully commissioned residential building.

Throughout the interiors, Yellow House Architects has balanced elegance with modern sophistication, incorporating textures and design elements in the private residences and amenities. With references to the European architectural style, the light-filled homes have a timeless aesthetic, characterized by a soft neutral palette of bleached oak and light stones and marbles to create an inviting ambiance for residents. With a combination of hand-crafted plaster walls, arched ceilings

and expansive windows and a Fibonacci-sequence-inspired Calacatta Viola and Calacatta Crema marble floor, the residential lobby at 200 East 75th St. evokes a grand arrival for residents and their guests. The lobby also features a hand-painted mural by renowned artist Dean Barger, known for his high-profile private commissions and commercial murals that have impressed celebrities and top designers alike.

“200 East 75th St. sets a new standard for sophisticated urban living on Manhattan’s Upper East Side, presenting an extraordinary opportunity to call one of the city’s most iconic neighborhoods home,” said Ted Segal, founder and president of EJS Group. “Designed by New York’s most renowned architects and designers, we are thrilled to unveil our vision to bring timeless architectural design, meticulously crafted interiors and an exceptional array of lifestyle amenities to this highly desirable location.”

Ranging from two- to six-bedroom residences, 200 East 75th Street offers bespoke interiors with spacious layouts designed for an elevated lifestyle. The residences boast expansive living and dining areas striking a balance between everyday comfort and entertaining. Throughout each residence, fine architectural details like trim work and cabinetry, along with encased windows, add an understated elegance. Floorplans flow gracefully, providing privacy-enhancing transitions between the different areas of the home. In addition, each residence features herringbone and straight-plank oak wood flooring and state-of-the-art smart home features, ensuring residents’ utmost convenience and comfort. Yellow House Architects designed the spacious handcrafted kitchens to include an Italian Statuario Extra honed-stone counter, backsplash and island, complemented by a suite of Wolf and Sub Zero appliances. A freestanding soaking bathtub, steam shower and custom millwork vanity with silver nickel hardware create a luxurious and serene oasis within the primary baths. Select residences feature direct elevator access, grand arched windows and generous private outdoor space including five full-floor penthouses at the building’s crown, which boast private terraces presenting multiple exposures of Central Park and the New York City skyline.

Creating an unparalleled lifestyle experience, 200 East 75th Street features a curated collection of amenities inspired by Manhattan’s legendary private clubs. The comprehensive amenities include a porte-cochere for discreet drop-off and unloading; The Parlor, complete with fireside seating, library and catering kitchen, opening to a private courtyard garden; The Billiards Room with billiards table and French oak paneling throughout; The Garden featuring an outdoor fireplace and private seating alcove, providing residents with a serene retreat in the heart of the city; and a landscaped rooftop terrace with a full outdoor kitchen, private seating and dining areas and expansive views of the New York City skyline and Central Park. Additional amenities include The Athletic Club, a state-of-the-art fitness and wellness center, including a private workout studio and hybrid sauna; a professional grade Full Swing multi-sports simulator; a music room with practice space and soundproof recording and podcast booth; a children’s room; a teen lounge; a private cinema; a pet bathing station; bike storage and 24-hour concierge.

Nestled in one of New York's most celebrated and idyllic neighborhoods, 200 East 75th Street boasts a prime location that combines urban convenience with upscale charm. Located just a few blocks from Central Park, residents have access to the lush greenery and recreational activities of this destination. The Upper East Side is also renowned for its cultural landmarks, including world-class museums like The Metropolitan Museum of Art and The Guggenheim, as well as upscale shopping boutiques and dining establishments along Madison and Fifth Avenue.

Construction at 200 East 75th St. is well underway, and completion is slated for summer 2025.

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