



INC Architecture & Design unveils 13,000 s/f of amenities for Global Holdings' Anagram Columbus Circle

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Photo Credit: Brooke Holm

Manhattan, NY Global Holdings, the international real estate development and investment firm founded and led by Eyal Ofer, unveiled its 13,000 s/f amenities package within its luxury residential tower, Anagram Columbus Circle. Spanning four floors of the 26-story residential tower, the star of the offerings is “The Top” — a penthouse lounge and terrace including a catering kitchen, outdoor grill stations, and sun loungers with views of Central Park and Columbus Circle.

Designed in collaboration with INC Architecture & Design, the amenities offer a curated experience synonymous with the “Anagram Lifestyle.”

Located at the corner of West 60th St. and Bdwy., Anagram Columbus Circle offers 123 residencies that range from studios to four-bedroom apartments. With sleek finishings and condo-level design, Anagram Columbus Circle is the second property within the Anagram Brand in addition to Anagram Nomad. Anagram Columbus Circle is 80% leased.

The ground floor features 20,000 s/f of curated retail tenants, including Lady M Bakery and Capital One, creating an even more compelling and living experience for residents that adds to the allure of the surrounding neighborhood.

In addition to the rooftop, the clubhouse includes a library and lounge area with double-height ceilings and natural light. The adjoining conservatory offers seating and a communal garden planted

with English ivy, hydrangeas, and honeysuckle. For residents' work-from-home needs, there is a conference room equipped with video conferencing capabilities and private phone booths, while the bar serving espresso and iced coffee creates an ideal setting to catch up over drinks.

The Rec Room takes residents below the lobby to an world of educational, leisure, and fitness activities. This includes a central lounge with a viewing area, billiards, shuffleboard, and a bar. Adjacent rooms include a multisport simulator room, a teen lounge with an arcade, a STEM-inspired study room with a podcast station, and a music room equipped with various instruments and mics for impromptu performances. The children's room transforms into a miniature Central Park Zoo, with varying climatic habitats vividly illustrated through custom murals by Irene Feleo. These visuals not only decorate the space but also spark the imagination. Additionally, Anagram hosts a Central Park kit room stocked with premium sports and park essentials. This includes pickleball gear, footballs, frisbees, kites, portable grills, designer picnic baskets and more. Residents can also benefit from a fitness center complete with a Pilates room, studio space, and recovery station.

"We've created an unparalleled experience at Anagram Columbus Circle, offering sleek, condo-level designed residences and unique amenities that serve as an extension of the building's offerings," said Eyal Ofer, chairman of Global Holdings. "The amenities are boutique hotel-inspired and help redefine the New York City luxury rental experience, allowing our residents to indulge in the essence of sophisticated urban living."

Additional amenities and services at the full-service building include a 24/7 attended lobby, a comprehensive building app, bike storage, commercial laundry facilities, storage lockers, and a dog washing station. A dedicated lifestyle manager is available to address everyday needs and organize resident-only events. The custom lobby programming offers a variety of perks, from complimentary flower stand pop-ups to seasonal activations such as a winter hot chocolate bar.

INC Architecture & Design incorporated a variety of high-quality materials and textures to enrich the amenity spaces. These include cerused white and red oak paneling, tambour, and butcher block, complemented by blackened steel, quartz slabs, and raw linen. Silver pewter metals, satin plaster, lush wool mohair, and matte terrazzo floors further define the luxurious settings.

The furniture selection, sourced from designers renowned for their emphasis on natural beauty and craftsmanship, complements the organic-inspired color palette. This palette integrates neutral tones with greens and yellows, enhancing the spaces' atmosphere. Each piece, from the softened wooden tables to the hand-sculpted curved bronze sconces, showcases the uniqueness of handcrafted design. The upholstery features a blend of chunky linens and nubby boucles, adding a touch of residential warmth, while handwoven rugs with naturally dyed yarns and organic patterns distinctively mark the different zones within the amenity areas.

"In designing Anagram Columbus Circle, we turned away from the standard practice of treating amenities as secondary. We set out to integrate these spaces into the very essence of the building's design. As a result, amenities are not mere extras; they are essential to the structure's character, interlaced throughout to foster community and connection," said Adam Rolston, founding partner,

creative & managing director, INC Architecture & Design. “Unlike typical New York buildings where such spaces are an afterthought, Anagram’s amenity program is front and center—purposefully crafted for the unique lifestyle of the residents. Here, every space is intentionally designed for uses unique to the rhythms of New York life. The high table in the lobby—a simple yet powerful example—creates a natural gathering spot for residents waiting for their Uber or car. Every moment and every square foot is an opportunity for engagement. It’s a habitat designed for togetherness, seamlessly integrated, where the journey between spaces is as important as the destinations themselves.”

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