



The Greenwich by Rafael Viñoly launches sales - 88 stories

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Photo credit: Evan Joseph

Manhattan, NY Sales have commenced at The Greenwich by Rafael Viñoly, an 88-story, 912-foot-tall luxury residential tower, and occupancy and completion are expected for later this year. The Greenwich by Rafael Viñoly is among the architect's final roster of notable and tallest projects designed for New York City.

"The Greenwich by Rafael Viñoly embodies the essence of my father's uncompromising modernism. The building's uniquely graceful form is composed of two sculpted prisms suspended from monumental I-beam cores - a direct expression of its structure," said Román Viñoly, son of Rafael Viñoly and director of Rafael Viñoly Architects. "The design creates a collection of panoramic residences that take full advantage of a privileged location in one of the greatest cities in the world. Drawing from his lifetime of experiences working around the globe, The Greenwich is an elegant and powerful testament to my father's creative vision."

The Greenwich by Rafael Viñoly features 272 residences with interiors by firm, MAWD and over 27,000 s/f of indoor and outdoor amenities, 15,000 of which are situated at the apex of the building over 800 ft. in the sky. For the exterior design, Rafael Viñoly took an architectural and structural approach, highlighted by an exposed concrete column that runs throughout the height of the building and a glass façade with rounded corners offering views of the city.

Residences range from studios to three bedrooms, with additional suites of loft and penthouse residences with views of the Hudson River, Statue of Liberty, World Trade Center, and New York City skyline. Douglas Elliman Development Marketing is exclusively handling sales and marketing for the project.

A joint venture between Time Square Construction and Plaza Construction, two of the nation's foremost construction management and general contracting firms, is completing the project.

"We were honored to watch Rafael Viñoly create this masterpiece from the very beginning, which now prevails as a testament to his vision of enhancing the lives of anyone who interacts with his architecture. We are looking forward to residents moving in later this year to experience this for themselves," said Davide Bizzi, CEO, Bizzi & Partners.

"The Greenwich by Rafael Viñoly harmoniously showcases the artful collaboration between the visionary Rafael Viñoly and the distinguished firm MAWD to create a luxury condominium defined by high design, lofty amenities, and unmatched city views," said Randall Shy, managing director, Fortress Investment Group. "We're proud to bring the building to market, offering buyers the rare opportunity to live in a new Downtown icon."

"With The Greenwich by Rafael Viñoly, we are providing an exceptional project that exceeds the elevated demands of the Downtown Manhattan luxury market, combining bespoke design, enviable

amenities, and prestige in a prime location,” said Serdar Bilgili, chairman, Bilgili Holding.

“The Greenwich is a work of art and a testament to the collaborative vision and execution of the world-class firms bringing the tower to market.”

MAWD brings influences from their previous work on private members’ clubs and the world’s most formidable superyachts to seamlessly incorporate elegance with an edge in their design of the building. For the interiors, MAWD created homes offered in three interior finish palettes utilizing high-end finishes that are inspired by the building’s views. The three palettes include Terra, which evokes the ground plane’s urbanity with warm and rich brown tones; Aqua, which recalls the blues and grays reflected off the Hudson River; and Stratus, which reflects the clouds seen from the top of the building with lighter, softer shades of whites, blues, and grays, offering industry-leading finishes with residence palette choices.

Custom kitchens and bathrooms feature bespoke fittings selected for each palette, highlighted by expanses of marble, polished nickel metal trims, antique bronze hardware throughout, and white oak flooring in multiple finishes. Kitchens are outfitted with custom millwork with concealed Miele appliances and marble kitchen counters and backsplash designed to each palette. Primary bathrooms are donned with Covelano marble walls and floors with a radiant floor heating system and custom wall-hung vanity.

“It was an honor to work with the late Rafael Viñoly on this project. MAWD drew inspiration from the tower’s surrounding elements, sculpting an interior program that focuses on resident wellness, while curating amenities that support the social, professional, and holistic goals of New York’s globally-minded residents,” said Elliot March, co-founder, MAWD.

Additionally, over 27,000 s/f of indoor and outdoor leisure, health, and wellness amenities are spread across four floors. The building’s contemporary take on city living is exemplified by the sky-high amenity floors that occupy the top three floors of the tower’s crown, perched over 800’ in the sky, which provide an elevated, exclusive private club-like experience that takes advantage of the vistas.

Lifestyle amenities contain everything needed for an at-home escape or to host a lavish party, including an resident lounge; a screening room; a multi-sport simulator and game room; a library with co-working space; a children’s playroom; a landscaped terrace; a private dining room for a seated party of 14, complete with a fireplace and a catering kitchen; and a triple-height marble adorned lobby accentuated with a suspended chandelier and additional fireplace. Wellness amenities take care of the mind, body, and soul, including a 50-ft. saltwater lap pool on the 87th floor with poolside chaise lounges; men’s and women’s locker rooms; a tranquil spa with a sauna, steam room, massage therapy rooms, and a beauty room for by-appointment professional hairstyling, manicure, and pedicure services; a quiet relaxation lounge; and a fully equipped fitness center by Technogym, with an additional yoga and Pilates studio.

The Greenwich by Rafael Viñoly is centrally located Downtown, a block from One World Trade, the

Santiago Calatrava-designed Oculus, and the recently opened Ronald O. Perelman Center for the Performing Arts. The building also offers seamless access to nearby architectural landmarks and luxury shopping and dining in Tribeca, Battery Park City, and the Seaport.

For Douglas Elliman, Stacy Spielman will lead the team as director of sales, with Andrew Anderson, Gail Sankarsingh, and Victor Barbenès rounding out the team.

“The Greenwich by Rafael Viñoly is an incredible new offering as one of the only new development towers with plans to open in the coveted downtown neighborhood this year.” said Susan de França, president and chief executive officer, Douglas Elliman Development Marketing. “The building has been carefully crafted and designed with all buyers in mind, offering a triplex of amenities on the building’s top floors along with a unique unit mix of both studio and one-bedrooms on the higher floors as well to ensure everyone can experience luxury living at the top.”

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