



Sioni Group appoints REAL NY marketing agent for 100 West 37th development

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Manhattan, NY A 70-story building with a champagne-colored glass curtain wall structure is about to enter the era of luxury living for Midtown South. 100 West 37th St., at the corner of 6th Ave., will bring a futuristic cylinder glass tower to the emerging residential area along with the largest number of ground-up new development units and a new standard of luxury, never before seen in this area.

Developed by Sioni Group and designed by C3D Architecture, the project will have a total of 311 residences and a collection of amenities throughout several floors in the tower.

REAL New York has been appointed the exclusive brokerage and marketing firm for the residential units.

The unit mix will consist of studios to three-bedroom residences finished with wide wood flooring throughout, 10-ft.-high ceilings and unobstructed full height glass curtain walls which will bring incredible light and views to each unit. The kitchens will have paneled appliances and stone countertops. In-unit washer and dryers, discreet ceiling lighting, and custom finished closets give each residence luxury convenience. The smart home integration will allow you to manage access to the residence, heat/air, lighting, and other features including motorized shades, from anywhere.

Robert Rahmanian, co-founder of REAL New York, said, "This Midtown South luxury tower is bringing a high-end lifestyle experience that is not available in that area. We've seen the transformative effects of new development in areas like Hudson Yards, Downtown Brooklyn, Long Island City, and Mott Haven. Today, it's Midtown South's turn." He continued "This new vision, from Sioni, will speed the transformation of Midtown South into a vibrant and exciting neighborhood. We are thankful for this once-in-a-lifetime opportunity to redefine Manhattan's skyline with Sioni Group."

The cylindrical design for the 785-ft.-high building will allow views out to the city and the Hudson with balconies starting on the 9th floor and going up to the 70th. Giving a punctuating border to the champagne glass exterior, natural stone cladding will rise along the building sides from which illumination vertical strips will emphasize the façade. This unusual design element will establish a new visual landmark in the Manhattan skyline.

"It's not every day that NYC adds to the historic skyline. Not only will this tower reimagine the silhouette of the city but the exterior lights, which can vary based on holidays, seasons, etc, will create a unique look beyond the architecture," commented Louis Adler, co-founder of REAL New York, and he said, "We are proud to introduce this European-style silhouette to NYC. The attention to architectural, engineering and design details is quite extraordinary and Midtown South is undergoing a true revival, marked by a wave of new investment and energy."

The building's interior is every bit as intentionally considered as its exterior. Residents will enter into a stone-clad lobby with soaring ceilings and monolithic-sized columns, custom modern chandeliers, and seating areas of minimal style furniture. Spanning across multiple floors will be 25,000 sq. ft. of indoor and outdoor amenity space with a pool, state-of-the-art gym, wellness spa, and more.

The building is set to open in 2026 with the official name of the tower to be revealed in the coming months.

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