



Rosen of Rosen Partners LLC integrates great architectural bones with modern design

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As a managing director of Rosen Partners LLC, a third generation international real estate development firm, Daniel Rosen has developed a dynamic portfolio of residential, hotel and resort projects. He has also spearheaded a major expansion of the firm's products, services, personnel and financial resources. The cumulative effect of these various efforts has been a much greater domestic and foreign market penetration for the company.

He has been instrumental in growing the company portfolio of luxury condominiums and high-end hotel products, which are now in excess of 5,000 residential units and hotel rooms. Notable past projects have included 6 Columbus Hotel, an urban retreat by Central Park with modernist-inspired décor, and 56 Pine in Manhattan, a landmarked condominium distinguished by its Romanesque Revival details. "I seem to be drawn to prewar structures for their stability and timeless value," said Rosen with regard to his keen interest in maintaining the integrity of classic buildings while incorporating the luxurious detail and quality that makes the product appealing to modern-day consumers. "First, I like to find great architectural bones and then collaborate with world-renowned architects and designers to achieve a very precise equilibrium, one that seamlessly integrates state-of-the-art interiors without sacrificing a property's historical integrity." Beyond these investments in traditional aesthetics and contemporary amenities, every project Rosen undertakes reveals his commitment to building the best possible product to reflect the culture of the community where that building is located.

This is nowhere more manifest than at 254 Park Avenue South in the Union Square area, one of his most recent projects and among the very few prewar condominium conversions currently available on Park Avenue. Thanks to Rosen and his partners, the 1913 French limestone building located on the northwest corner of Park Ave. and 20th St. has just received a top-to-bottom renovation that resulted in numerous elegant one and two-bedroom homes as well as studios and some grandly proportioned combined apartments, which have been finished in a high-style contemporary aesthetic. With closings already well under way and residents having already moved into their new homes at 254 Park Avenue South, this is an especially exciting time for the project.

Rosen is also passionate about ground-up modern design. He recently developed Vela Townhomes in Edgewater, N.J., tapping the award-winning architecture firm Arquitectonica to raise the standard of elevated living along the Hudson riverfront. The result is a sleek townhome community that sophisticatedly blends traditional elements, textures and materials with contemporary accents. Each townhome features a spectacular roof with a glass-enclosed solarium that's designed to be used as an outdoor recreation area and is an important part of Vela's cosmopolitan appeal. The project has seen enormous success, with just a few select homes remaining, and has even set the town record for the highest priced residential sale.

Despite Rosen's seemingly innate eye for recognizing distinguished properties, he did not immediately enter the world of real estate development. Upon graduating cum laude from Harvard University, he accepted an analyst position at The Walt Disney Company and was promoted to a director within the Disney Internet Group in under five years. During his tenure at Disney, Rosen worked on building the company's strategic relationship with ABC, ESPN and Disney's then-developing Internet strategies.

"At Disney, I realized that customer experience is the most important part of building any brand," said Rosen. "From the second a consumer reaches your product, whether it's a theme park or hotel room, their experience must be consistent from beginning to end and continually surpass their expectations. I carry this philosophy to each and every one of our real estate projects." By applying the principles of branding to the real estate industry and, as he says, "ensuring that everything from the initial phone call to the apartment closing process and beyond is seamless," he has successfully developed private homes and hotel rooms worldwide since joining Rosen Partners.

As for what's ahead, Rosen will stay focused on full-scale and culturally sensitive redevelopment of historic buildings in prime locations. He also plans to bring his emphasis on stability to the distressed property market with the ultimate goal of continuing to expand his company's upscale residential and hotel properties worldwide.

Rosen resides in Manhattan with his wife and two children. He serves on the board of trustees of the Riverdale Country School and on the board of the American Jewish Congress where he works with political leaders to ensure vigilance against anti-Semitism, racism and other forms of bigotry, and to promote respect and understanding for cultural diversity. As a grandson of Holocaust survivors, Rosen has also been dedicated to ensuring that the lessons and memories of the Holocaust are passed onto future generations and has spoken on his role as a third generation survivor on behalf of the Museum of Jewish Heritage as well as in company with Vice President Gore at the 50th Commemoration of the Warsaw Ghetto Uprising at Madison Square Garden.

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