

REAL ESTATE

Hudson Yards residential tower puts condos on market

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Rendering of New York skyline with Hudson Yards

By STAFF REPORTS

Sales will begin this week on units within 15 Hudson Yards, the first residential building within the newly forming neighborhood on New York's west side.

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Priced between approximately \$2 million and \$30 million, the condominiums within the 88-foot tower are being marketed as an opportunity to live nearby to luxury shopping, cultural institutions and nightlife. Representing condo sales, Related Companies is leading with the tower's location and lifestyle to promote the building.

Neighborhood attraction

Diller Scofidio + Renfro, the team behind New York's High Line park, designed 15 Hudson Yards with Rockwell Group. The 900-foot-tall tower is shaped like a grid at the base and then opens into the shape of a four leaf clover to provide better access to the views afforded by its positioning at a curve of Manhattan's coast.

The building includes 285 units, ranging from one bedroom to four bedroom homes. Design details include white oak flooring and Miele kitchen appliances.

Buyers can pick from two different interior designs. One plays up elegant details with a tone-on-tone color palette while the other favors contrasting hues.



Rendering of 15 Hudson Yards

Duplex upper penthouses on the 88th floor each encompass one of the building's lobes, allowing for 270-degree panorama views of the city. The 5,000-square-foot units have double height ceilings that are up to 26 feet high.

Hudson Yards is a 28-acre neighborhood that will include 100 shops and restaurants, including Neiman Marcus' New York debut ([see story](#)), open spaces, offices, a new public school, an Equinox-branded hotel and Equinox and Soul Cycle locations. The development is the largest private real estate project in United States history.

Related Companies' microsite for 15 Hudson Yards is editorial. In addition to explaining the appeal of life in the tower in images and its own words first, the real estate company uses additional articles from the media as further proof.

"Today marks an important milestone at Hudson Yards as we officially launch sales of our first residential building, 15 Hudson Yards, and introduce an unprecedented lifestyle offering that redefines what it means to live in New York City," said Jeff Blau, CEO and partner at Related Companies, in a statement.