

REAL ESTATE

New York attracts overseas real estate advertisers

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Launched at Times Square, Suzhou IFS to attract global investors. Image credit: The Wharf Limited

By STAFF REPORTS

The Wharf Limited holdings company is looking to global investors in a Times Square campaign for the tallest building in China's Jiangsu Province.

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Developers believe that Suzhou IFS is the newest landmark in the Chinese province, and it has been certified by the Council on Tall Buildings and Urban Habitat as the tallest building in Jiangsu. The company has invested in a high profile advertising campaign in New York's highly trafficked Times Square area on the famous billboards.

High hopes

Cloudtop Sky villas, a luxury hotel and offices are some of the offerings the building in China provides.

The height and design of the building is meant to create a high-quality living standard in a densely populated area.

In addition to being certified as the tallest building in Jiangsu, it has also been awarded the highest green building in the region as well. The building features a curtain wall of 32,000 special glass tiles.

"Chinese cities in recent years have been undergoing different scales of renewal as a result of limited land resources and the escalation of residents' demands for a better quality of life," said the director of Shanghai Institute of Industry Transition and Development, in a statement. "However, urban renewal is not a one-step process. Designers, developers and managers need to have a long-term vision.

"While taking into account the inheritance of the city's heritage and the improvement of urban functions, they have to envision the city's future development," they said. "Suzhou IFS is undoubtedly an exemplary urban renewal project that comprehensively considers location, humanity, scale and business functions."



The Suzhou IFS building. Image credit: Kohn Pederson Fox via CTBUH for the Wharf Limited

Height has proven to have appeal with affluent living standards.

The world's tallest residential building has also entered the record books in dollar amount, holding the most expensive sales.

New York's 432 Park Avenue, developed by CIM Group and Macklowe Properties, has surpassed \$2 billion in unit sales, greater than any single residential project in the city. The 1,396-foot residential condominium features luxury apartments with amenities reflective of a high-end hotel and has 48 residents who have closed at \$20 million ([see story](#)).

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