

MULTICHANNEL

The Centurion pushes \$39M triplex with video rendering

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By TRICIA CARR

Manhattan-based luxury condominium The Centurion is targeting ultra-affluent New Yorkers by offering to combine three penthouses into a \$39 million triplex with interior design by James Stanley.

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The oversized triplex at 33 West 56th Street would feature a double-height grand room, five bedrooms, two kitchens, three full baths, private elevator and a three-story glass staircase. The Centurion created a video to show the proposed design of the space to draw potential high-net-worth buyers and high-end real estate brokers.

“Many buyers have expressed that they find videos and detailed renderings helpful in defining their personal vision for a space,” said Thomas Guss, president of New York Residence Inc., the exclusive marketing agency for [The Centurion](#).

“Many buyers are used to either buying a finished product or selecting a unit from the floor plan,” he said. “Here, we have a finished product that can be adjusted to the buyer's requirements, just like a tailor-made suit.

“These customization options are best relayed in a video that can convey an impression as to how these residences would feel when finished.”

The Centurion was designed by father-and-son architects I.M. and Sandi Pei.

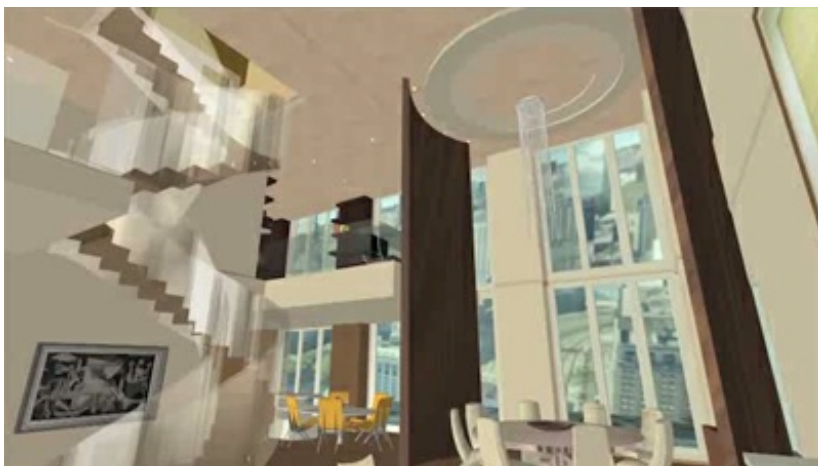
Real estate rush

The Manhattan building is marketing a would-be “mansion in the sky” called Fluidity with a master plan by Mr. Stanley, Bravo TV personality and designer of Tiffany & Co.’s latest furniture line.

The Centurion is offering one buyer a 9,500-square-foot space that combines three penthouses and spans the top two floors of the building.

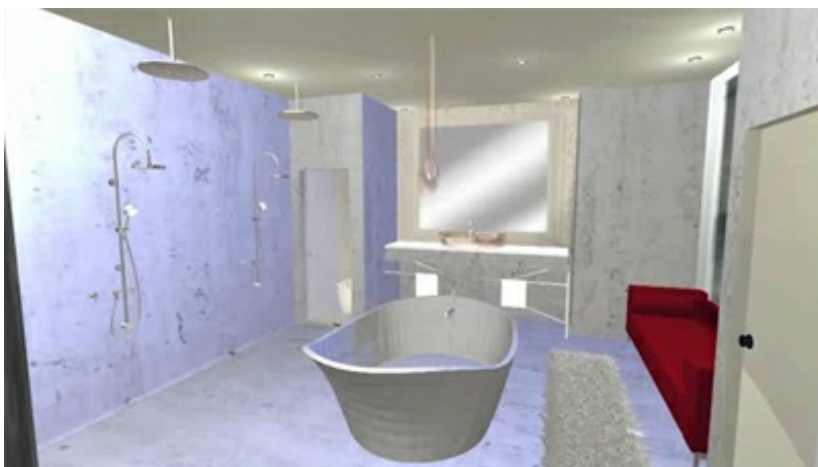
Part of Mr. Stanley’s plan is to remove the floors and make a 24-foot-high living room with a glass staircase leading up to glass corridors that overlook the room.

The video that The Centurion is using to market the one-off space starts by showing the living room with narration by Mr. Stanley.



Video still

Next, Mr. Stanley walks viewers through the kitchen, terraces, private elevator, second living room, bedrooms, bathroom, closet, home office, media room and gym as he describes the measurements, materials and other features of the design.



Bathroom

The video is being shared physically with select consumers as a DVD and digitally with brokers and their clients.

The Centurion and Mr. Stanley will each show the video on their Web site. [Click here](#) to

watch the video.

“While we could only give potential buyers general guidelines as to what is possible, we now have a tool that allows us to illustrate and explain a wide range of customization options in greater detail,” Mr. Guss said.

“This also helps buyers to envision how they can best utilize the space and how to realize their personal vision for one of the most unique residential spaces in Manhattan,” he said.

“The video can even be adjusted so that it reflects a specific buyer's personal requirements.”

High hopes

Marketers that aim at high-net-worth individuals are using digital mediums to reach them as this consumer group becomes more comfortable with new technologies.

For example, private aviation provider Magellan Jets is eyeing millionaires through a partnership with iVIP's luxury lifestyle application suite to offer exclusive benefits to high-net-worth users.

There are four levels in iVIP's app membership including iVIP Black for certified millionaires. Magellan is offering extras for consumers at each level – Black, Blue, City and Red – to raise awareness of its services to wealthy and aspirational consumers ([see story](#)).

The Centurion is using video marketing to show wealthy consumers the customization available for the triplex penthouse and unit 3BC, which combines a two-bedroom apartment with a 1,500-square-foot private terrace and commercial space.

"Video marketing works for The Centurion because two spaces in the building can be fully customized," Mr. Guss said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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