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Raising the Roof
Buying, Renting - and Just Looking - Around the World

An artistic night

By MJ Smith November 16, 2007 6:35 pm

"New York – Unbelievable and Liveable" opened at the Opera Galley in Paris on Thursday, IHT writer Emily Badger reports.

But rather than just exhibit art, the show was intended to display the luxury redevelopment of 15 Union Square West to potential buyers – whose euros are worth a lot more than dollars are these days.

Brack Capital Real Estate had never before turned to an art gallery and the gallery, a stylish, three-story showroom in the posh First Arrondissement, had never been host to a real estate event. But "we have the same attributes as fine art. It's unique, detailed, well-thought," said Moshe Dan Azogui, Brack's president and chief executive.

The party scene (Emily Badger for the IHT)

The gallery worked with Brack to design a traveling exhibition of 36 pieces by 10 artists, commissioned just for the exhibit. After Paris, the show will head to Hong Kong, Singapore and, finally, London.

Azogui would not hint at the asking price of units in the former Tiffany & Co. building when they go on the market next year. "The demand really will determine what the price level will be," said Shlomi Reuveni, executive vice president of the marketing company Brown Harris Stevens. (The exclusivity even extends to the project's Web site, which is password protected.)

The building, which dates from the 1870s, is being divided into 36 apartments ranging from 1,700 square feet to 3,500 square feet. Eran Chen of the New York-based Perkins Eastman architectural firm and the interior designer Vicente Wolf are heading the architectural team.

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