

67
IRVING
PLACE



THE GRACE OF GRAMERCY

On a quiet stretch in the heart of Gramercy, 67 Irving Place offers more than refined architecture, it offers the rare sense that everything has aligned: the right building, the right moment, the right setting. Its beauty is measured, not showy; its luxury, lived rather than declared.

This is a home for those fortunate enough to recognize not just where to live, but how.





ARCHITECTURE ROOTED IN HISTORY, REFINED FOR TODAY

67 Irving Place has been reimagined as a true Gramercy classic, its 1910 structure renewed with a clarity of purpose that brings past and present into balance. Restored and refined by Morris Adjmi Architects, the architecture strengthens the building's inherent calm while honoring its historic character. A façade of finely detailed terracotta, limestone and brick crowned by a restored sculptural frieze and copper parapet, feels both enduring and newly precise. Inside, ten residences, each on a separate floor, are shaped by proportion, materiality, and natural light, offering a timeless and quietly confident sense of home. Maialino's return at street level adds a cultural richness unique to this address.



Artist rendering

A QUIETLY CONFIDENT ARRIVAL

The arrival at 67 Irving Place has been designed as a composed welcome home, a transition from the pace of the city to a setting defined by calm and intention. A curved steel canopy and bronze sconces frame the entry with understated precision. Inside, a leather-wrapped desk with Botticelli marble, Taj Mahal stone flooring, and hand-applied plaster walls create a tactile, quietly refined environment.

Arched openings, layered lighting, and a 24/7 lobby concierge complete an experience shaped by discretion, craftsmanship, and thoughtful service.



Artist rendering

Gracious residences defined by light and ease

Each residence at 67 Irving Place is shaped by proportion, natural light, and a thoughtful approach to daily living. With one home per floor, layouts flow with a clarity that supports both daily routines and generous entertaining.

Expansive windows frame views toward Gramercy Park and classic New York cityscapes, filling each home with soft, steady light throughout the day. Considered in every detail, these interiors balance modern comfort with a timeless, understated elegance.

THE GREAT ROOM

Light moves through the great room with a steady ease, illuminating the northern and eastern exposures and reinforcing its generous scale, while the long run of windows and open plan create a natural setting for daily living and thoughtful entertaining.





Artist rendering



Artist rendering

Tall windows bring consistent natural light into the great room, framing views of Gramercy Park's treetops and the Midtown skyline. Herringbone oak floors with brass inlays introduce a quiet sense of craft, while the approximate 10-foot ceilings enhance the room's openness.

A custom arched dry bar, finished in tailored millwork with a Sequoia Brown stone countertop and an integrated Sub-Zero wine refrigerator, adds a refined, purposeful detail to the architecture.

KITCHENS CRAFTED FOR CULINARY LIVING

The kitchens balance sculptural presence with everyday function. Custom lacquered cabinetry, honed Madreperola quartzite, and Gaggenau appliances define a refined workspace, while arched steel pocket doors allow the room to open or be quietly concealed.



ROOMS DESIGNED FOR REST AND RETREAT

The bedrooms offer a calm, well-proportioned retreat, defined by herringbone oak floors and a warm residential sensibility. Each includes an en-suite bath and generous closet space, with large walk-in closets in the primary suites, while soft natural light and thoughtful separation from living areas contribute to a sense of privacy and restorative quiet.





A SANCTUARY OF STONE AND LIGHT

Bianco HX marble wraps the primary bath, unifying walls, floors, and the white oak vanity into a calm, cohesive setting. Radiant floors provide steady comfort, while a soaking tub near a picture window and a shower with ribbed glass, along with Dornbracht and Kohler fixtures complete the room's quiet luxury.

Secondary Bathroom



Artist rendering

ELEGANT, QUIETLY
LUXURIOUS PRIVATE
SPACES

Secondary baths feature warm Silver Wood stone across walls, floors, and counters, paired with Dornbracht brushed platinum fixtures and radiant heated floors. Powder rooms introduce a more dramatic note, with Via Veneto marble, a fluted oak vanity, and a softly backlit mirror, sculptural and memorable in scale.



Powder Room

Amenities with intention and purpose

The amenity collection at 67 Irving Place reflects a curated approach to comfort and daily living. Each space is scaled with care, crafted with refined materials, and designed to support wellness, gathering, and quiet retreat.

Residents are supported by a 24/7 attended lobby and a dedicated building manager, ensuring comfort and seamless day-to-day service. Whether on the rooftop terrace, in the fitness center or screening room, or within the children's playroom, the amenities remain understated, purposeful, and warmly inviting.

The building also marks the return of Maialino, the celebrated Roman-inspired restaurant by Danny Meyer. More than a neighbor, Maialino extends a rare level of personalized hospitality to residents, bringing the warmth and generosity of an award-winning restaurant into daily life at 67 Irving Place.



A ROOFTOP RETREAT ABOVE THE CITY

A landscaped rooftop offers an outdoor setting with views toward Union Square Park and the sculptural glass roof of Tammany Hall, a distinctly New York perspective that makes time outdoors feel especially considered.

A SCREENING ROOM
FOR QUIET ESCAPE

The screening room offers a relaxed setting for movie nights, game days, or casual gatherings, an effortless extension of home.



FITNESS SHAPED FOR
DAILY WELLNESS

A well-equipped fitness center provides a comfortable setting for daily wellness, supporting both cardio and strength training with ease.



PLAY SPACES INSPIRED
BY IMAGINATION

A bright, comfortable space
designed for creativity, activity,
and easy connection, a
welcoming setting for younger
residents to unwind and explore.

A CELEBRATED RETURN TO IRVING PLACE

The return of Maialino brings one of Gramercy’s most beloved restaurants back to its historic home. Known for its Roman-inspired cuisine and critical acclaim, it is part of Danny Meyer’s award-winning hospitality group, long recognized for its warmth and exceptional service.

At 67 Irving Place, the connection to Maialino extends far beyond proximity. Residents enjoy a rare level of personalized hospitality – including thoughtful assistance with special requests, and the ease of arranging celebrations.

From morning to evening, a dedicated Maialino menu is available exclusively for residents to pick up, bringing the warmth of the trattoria’s kitchen directly upstairs. Residents are also invited to enjoy a special wine experience, bringing their own cherished bottles to the table anytime, with corkage waived.

“At 67 Irving, Maialino has, at last, found its new home in the Gramercy Park neighborhood. We couldn’t be more excited to reopen on a storied block that so perfectly reflects the restaurant’s soulful warmth and spirit.”

Danny Meyer, Founder and Executive Chairman, Union Square Hospitality Group



The character and calm of Gramercy

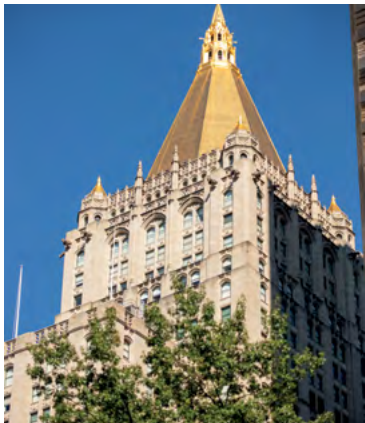
Gramercy is one of Manhattan's most intimate and distinctive neighborhoods, where tree-lined streets, 19th-century brownstones, and graceful pre-war buildings create a sense of calm rarely found in the city.

Gramercy Park gives the area its unmistakable character, shaping a setting that feels timeless, refined, and deeply connected to its architectural roots.

Surrounding blocks are filled with independent cafés, longstanding restaurants, bookshops, and cultural institutions, all lending the neighborhood its warm, human-scaled sensibility. To call Gramercy home is to experience a part of New York that is deeply rooted and quietly extraordinary.

PARKS & GREENSPACE

The neighborhood offers convenient access to some of Manhattan’s most inviting parks, each contributing its own rhythm to daily life. Union Square Park and Madison Square Park provide a blend of culture, community, and nature, from the renowned Greenmarket to public art installations and shaded lawns, offering meaningful outdoor moments within minutes of home.



DINING & SHOPPING

The streets surrounding 67 Irving Place are home to some of Gramercy’s most beloved culinary and retail destinations. Union Square Café, Casa Mono, Friend of a Farmer, Pete’s Tavern, and Irving Farm Coffee Roasters bring a warm, village-like character to the area, from morning coffee to long-established dining traditions.

To the west, the Madison Square district expands the offering with acclaimed restaurants and the celebrated Eataly. Nearby bookstores, independent shops, specialty grocers, and design-forward retailers create a walkable network of daily conveniences and thoughtful discoveries.



“For the revitalization of 67 Irving, our intent was to reveal the beauty that was already there. Through thoughtful interventions—inside and out—we allowed the building’s original character to shine more clearly, creating bespoke residences that merge past and present in an effortless way. Our ambition was to elevate everyday experiences while honoring more than a century of architectural heritage.”



Morris Adjmi, FAIA established Morris Adjmi Architects in 1997 following a 13-year collaboration with Pritzker Prize winning architect Aldo Rossi. On that strong foundation, Morris built a design practice known for its thoughtful engagement with history, distinct interpretation of industrial forms, and creative expression of materials.

Each design decision Morris Adjmi makes is guided by a deep appreciation for and understanding of the integral architectural, artistic, cultural, civic, environmental, and economic forces that shape a project. This rigorous, research-based approach has helped to establish Morris Adjmi Architects as a leader in the revitalization of post-industrial neighborhoods and historic districts with projects that are imbued with a distinct sense of place and purpose.



CIM GROUP
DEVELOPER

CIM is a community-focused real estate and infrastructure owner, operator, lender and developer. Since 1994, CIM has sought to create value in projects and positively impact the lives of people in communities across the Americas by delivering more than \$60 billion of essential real estate and infrastructure projects. CIM’s diverse team of experts applies its broad knowledge and disciplined approach through hands-on management of real assets from development to operations through disposition. CIM strives to make a meaningful difference in the world by executing key environmental, social and governance (ESG) initiatives and enhancing each community in which it invests.

REUVENI
SALES & MARKETING

Reuveni Development Marketing is a privately owned and operated brokerage company, founded by industry expert Shlomi Reuveni. The firm focuses on the sales and marketing of conversion and ground up new development projects. With more than 35 years of real estate experience and an impeccable reputation, Reuveni has successfully collaborated with the esteemed New York City real estate brokerage community, developer clients, and industry professionals. Shlomi Reuveni is known industry-wide for his hands-on approach, and has been the driving force behind the design, predevelopment planning, marketing, and sales process of over \$6.5 billion of conversion and ground up new development projects.

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