



LUX EXPOSÉ

Classic New York, Reimagined: 2026's Must-See Residential Conversions

New York luxury is having a refresh, and it's coming from buildings that already have stories to tell. In 2026, the city's most exciting residential projects aren't glassy newcomers; they're thoughtful transformations of historic structures, reworked for modern life without losing their soul. These conversions bring texture, warmth, and a sense of permanence that today's buyers are actively seeking, all while delivering the amenities and design polish expected at the highest level.

From Downtown Brooklyn's creative energy to Gramercy's classic elegance and the unmistakable presence of the Flatiron Building, these projects show how New York's past is shaping the future of luxury living.

The Bowen, Downtown Brooklyn A Brick Landmark Reborn as a Boutique Residential Club

The Bowen feels perfectly tuned to Downtown Brooklyn's evolution. Originally built in 1925, this brick building has been thoughtfully reimagined into a 71-residence condominium that leans into intimacy rather than excess. Architects G55 doubled the building's height while preserving its character, transforming it into a hotel-inspired residential club that feels personal, stylish, and intentionally designed for people ready to put down roots.



The vision behind The Bowen speaks directly to first-time buyers, creatives, and returning New Yorkers who want ownership without sacrificing individuality. It's a place designed for real life in Brooklyn - dynamic, expressive, and flexible. That flexibility shows up in many homes through dedicated "flex rooms," spaces meant to adapt as lifestyles change. Whether used as a home office, art studio, guest room, or private retreat, these rooms give residents freedom to shape their homes around their needs.

Interiors by Brooklyn-based studio CL-OTH strike a balance between warmth and sophistication. Rich woods, luxurious natural stone, and custom detailing create spaces that feel layered and lived-in rather than overly polished. The kitchens stand out as design statements, crafted more like sculptural furniture than standard utilities, blending seamlessly into the living areas.

Amenities reinforce the idea of a residential club rather than a high-rise checklist. Residents enjoy a state-of-the-art fitness center, a generous lounge designed for both work and socializing, a children's playroom, and a roof deck that offers open-air calm above the city's buzz. Since its January launch, The Bowen has seen strong interest from first-time and move-up buyers, confirming the growing appeal of boutique conversions in Downtown Brooklyn.

67 Irving Place, Gramercy Park Full-Floor Living with Old-School New York Elegance



67 Irving Place brings a quieter, more refined energy to Gramercy Park. Set within a 1911 Beaux-Arts former printing factory, this intimate conversion offers just 11 full-floor residences, creating an atmosphere of privacy that feels increasingly rare in Manhattan. Each home occupies an entire floor, delivering a townhouse-like experience with the ease of condominium living.

Morris Adjmi Architects approached the transformation with a light touch, preserving the building's classical bones while introducing modern comfort and craftsmanship. Inside, ceiling heights soar beyond 11 feet, giving the great rooms an airy, elegant presence. White oak herringbone floors with brass inlays add subtle drama, while inspired chef's kitchens blend functionality with refined aesthetics.

One of the most charming details is the custom arched dry bar, a feature that feels timeless and distinctly New York, perfect for hosting without feeling formal. Every element of the interiors reflects careful consideration rather than trend-driven design.

At street level, the return of Danny Meyer's beloved Roman trattoria, Maialino, adds a layer of lifestyle luxury that few buildings can match. Residents enjoy exclusive perks including room service, priority reservations, a private entrance, and waived corkage fees, turning everyday dining into an extension of home life.

Additional amenities include a fitness center, screening rooms for private movie nights, and a children's playroom, ensuring the building balances elegance with everyday practicality.

The Flatiron Building, Flatiron District An Icon Steps Into Its Residential Future

The Flatiron Building's conversion into luxury condominiums marks one of the most significant residential moments of the decade. Instantly recognizable and deeply woven into New York's identity, the building is being thoughtfully transformed by the Brodsky Organization into a collection of residences that honor its architectural legacy.



Beyer Blinder Belle is overseeing the restoration of Daniel Burnham's Beaux-Arts façade, ensuring the exterior remains as striking and historically faithful as ever. Inside, Studio Sofield has reimagined the interiors with expansive great rooms and carefully updated historic details, blending grandeur with contemporary comfort.

Living inside the Flatiron carries a sense of place few addresses can rival. The experience is elevated further by a suite of amenities designed to match the building's status, including a swimming pool with a hot tub, a fully equipped fitness center, and a private dining room with a catering kitchen, ideal for hosting intimate gatherings or formal events.

These standout 2026 conversions highlight a clear shift in New York's luxury residential landscape. Buyers are gravitating toward homes that feel grounded, expressive, and connected to the city's architectural history.

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