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Best of the West



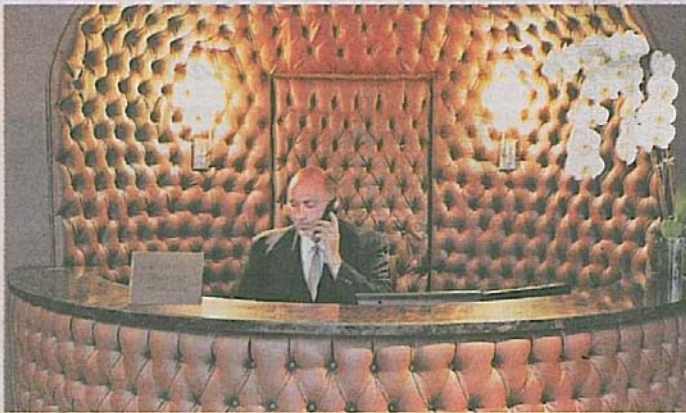
Shlomi Reuveni

The pool evokes ancient Rome and modern Miami



PHOTOS BY BRYAN SMITH

A cocoon doorman pod in the lobby is wrapped in leather



15 Union Square West proves that good projects will prevail

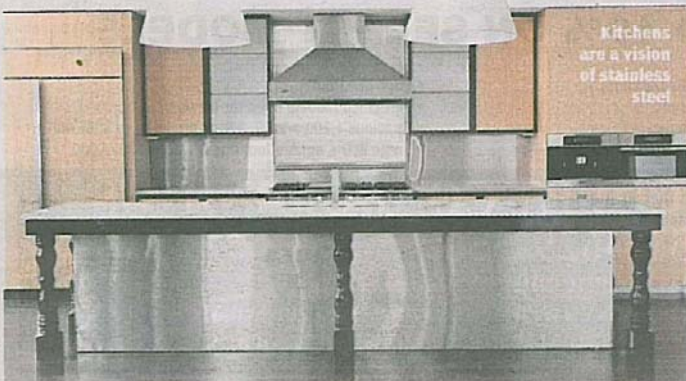
BY JASON SHEFTELL
 REAL ESTATE CORRESPONDENT

Through the best of real estate times and the worst of real estate times, 15 Union Square West, that dark-glass condominium on the west side of Union Square, has been through it all. It saw fast sales, then a market crash, then the developer and sales team stopped selling for more than 15 months. Now, like a phoenix, it has come back. Since July, \$52 million in inventory has sold, including a penthouse last week listed at \$12 million. Since January, over 15 apartments were sold.

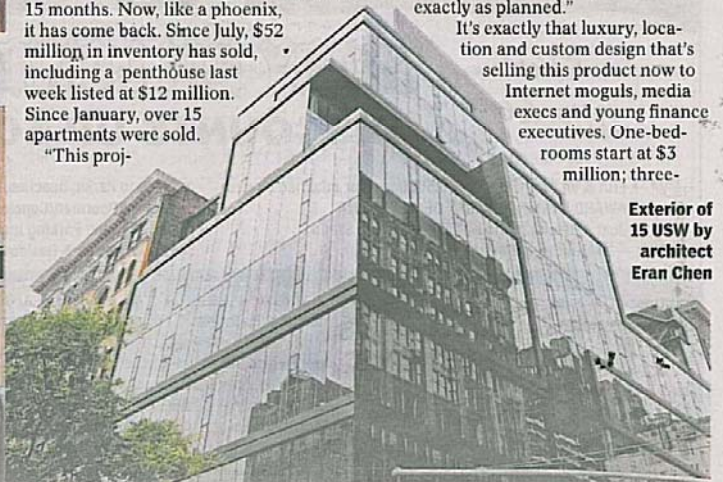
"This proj-

ect is about persistence and patience, but also about the developers' confidence in what they built," says Shlomi Reuveni, managing director of Brown Harris Stevens Select, the sales and marketing team in charge from the outset of the project in mid 2007. "While other projects went through value engineering or were converted to rental or had radical design changes, nothing in this product changed at all. No corners were cut. It was built exactly as planned."

It's exactly that luxury, location and custom design that's selling this product now to Internet moguls, media execs and young finance executives. One-bedroom starts at \$3 million; three-



Kitchens are a vision of stainless steel



Exterior of 15 USW by architect Eran Chen



Built by Tiffany & Co., the building has 17-foot-tall windows

ALBERTO GUGLIELMI / MAZMA.COM
ALLISON JOYCE



Master bathrooms have claw-foot tubs and shagreen countertops

bedrooms at \$4.3 million.

Inside the building, opened as the second New York City headquarters for Tiffany & Co. in 1870, original cast-iron stanchions provide interior archways that merge the giant lofts with the exterior 17-foot windows. With interiors by designer Vicente Wolf and architecturally conceived by Eran Chen, the building offers a mini-journey to those walking through.

The lobby is dark and mysterious, almost cocoonlike. The doorman sits in

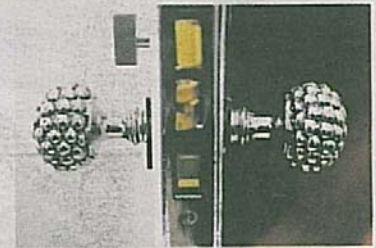
a round, nestlike structure. The hallways are like a sleek boutique hotel, dimly lit, with slight ramps taking the resident up and then down and around. Opening the apartment doors leads to immediate light, like you're arriving finally in an outside world after being in an ancient but cool cave.

That's not all. Even after the stingray-skin shagreen on master-bathroom counters and the claw-foot regal bathtubs, this building has an amenity unlike any other. The indoor pool is like taking

a step or dive into Cleopatra's lair. Wolf, a world traveler who takes inspiration from global destinations and ancient history, provided blues and greens and conceived a pool bottom and surrounding edge of Bisazza tile. The result is a relaxing blue haze.

With sales flowing, developer Brack Capital Real Estate can feel relief and pride. They stuck with this gem. In the end, this project teaches us good design and development will see its day.

Go to 15usw.com for available homes.



Vicente Wolf hand-designed the door-knobs, available through Sherle Wagner