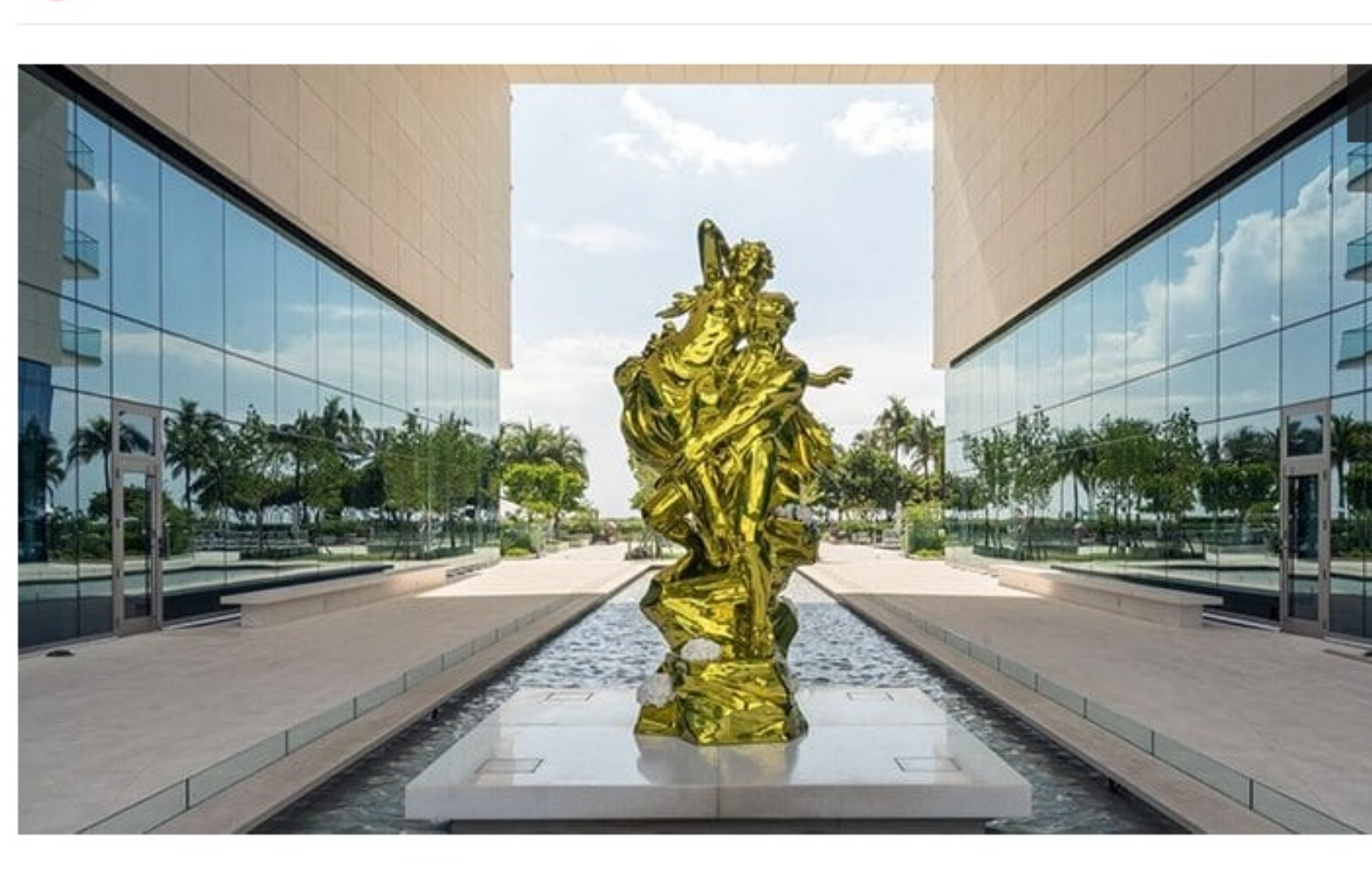
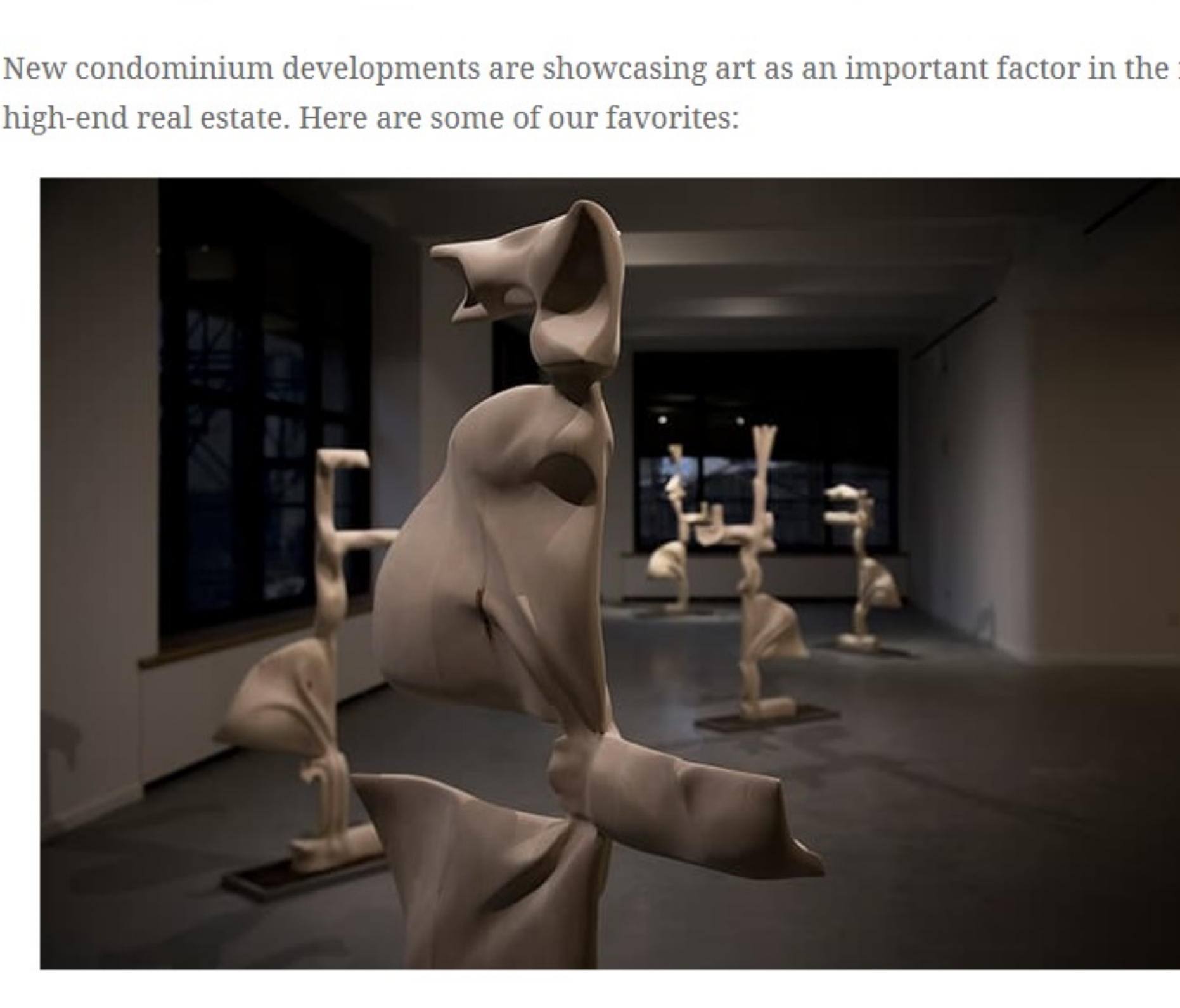
UPSCALE Living magazine

Art in Real Estate

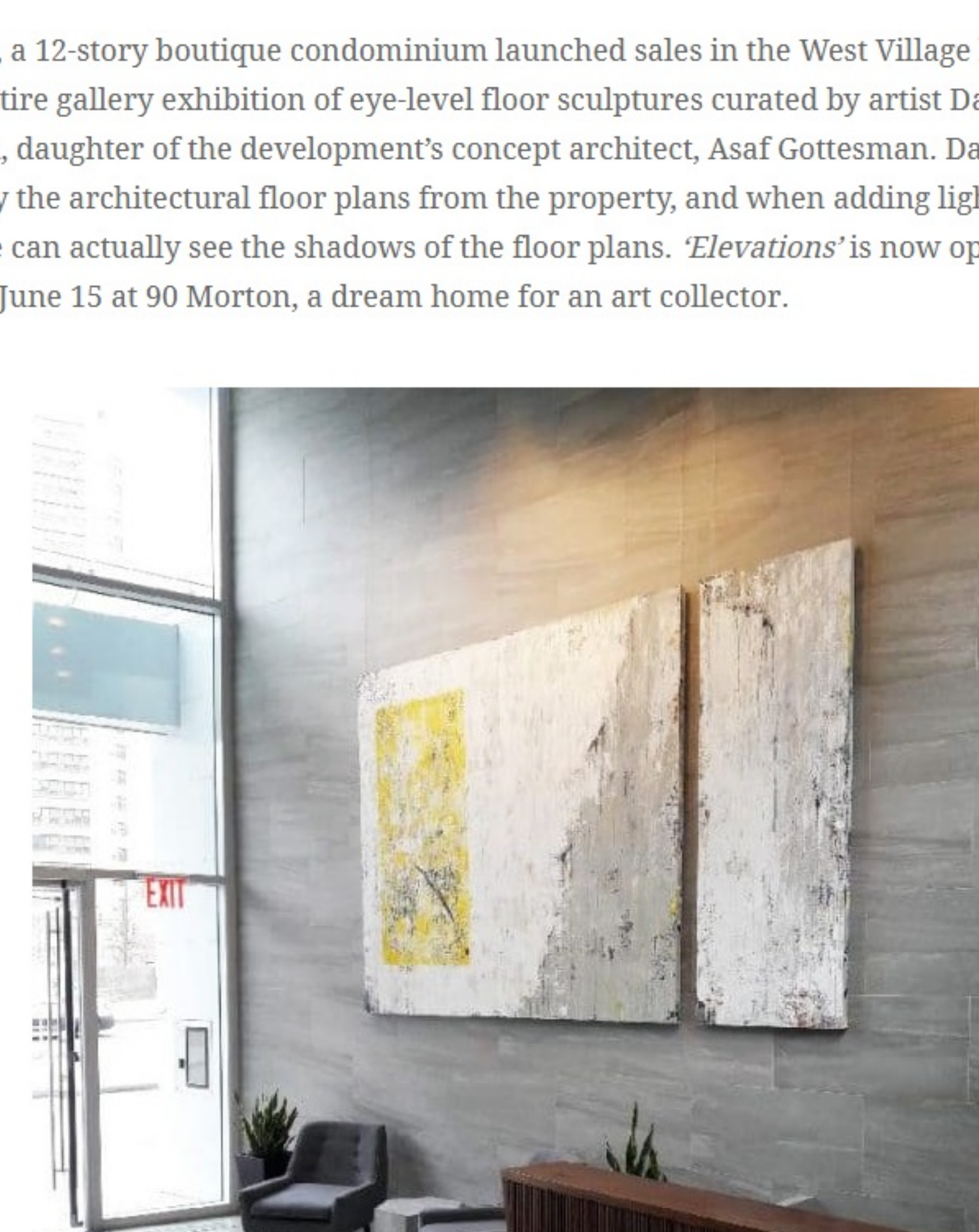
Alina •



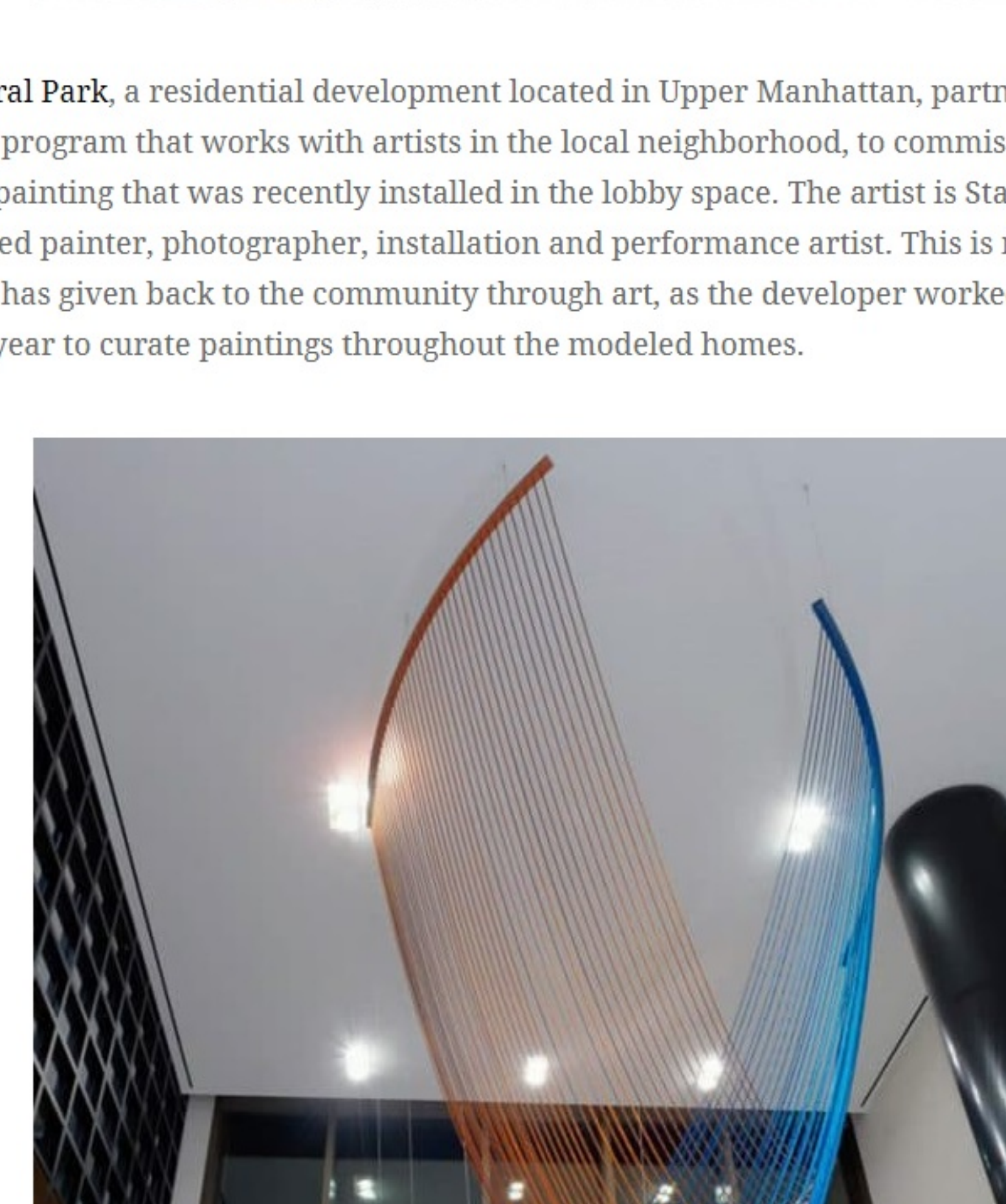
New condominium developments are showcasing art as an important factor in the realm of high-end real estate. Here are some of our favorites:



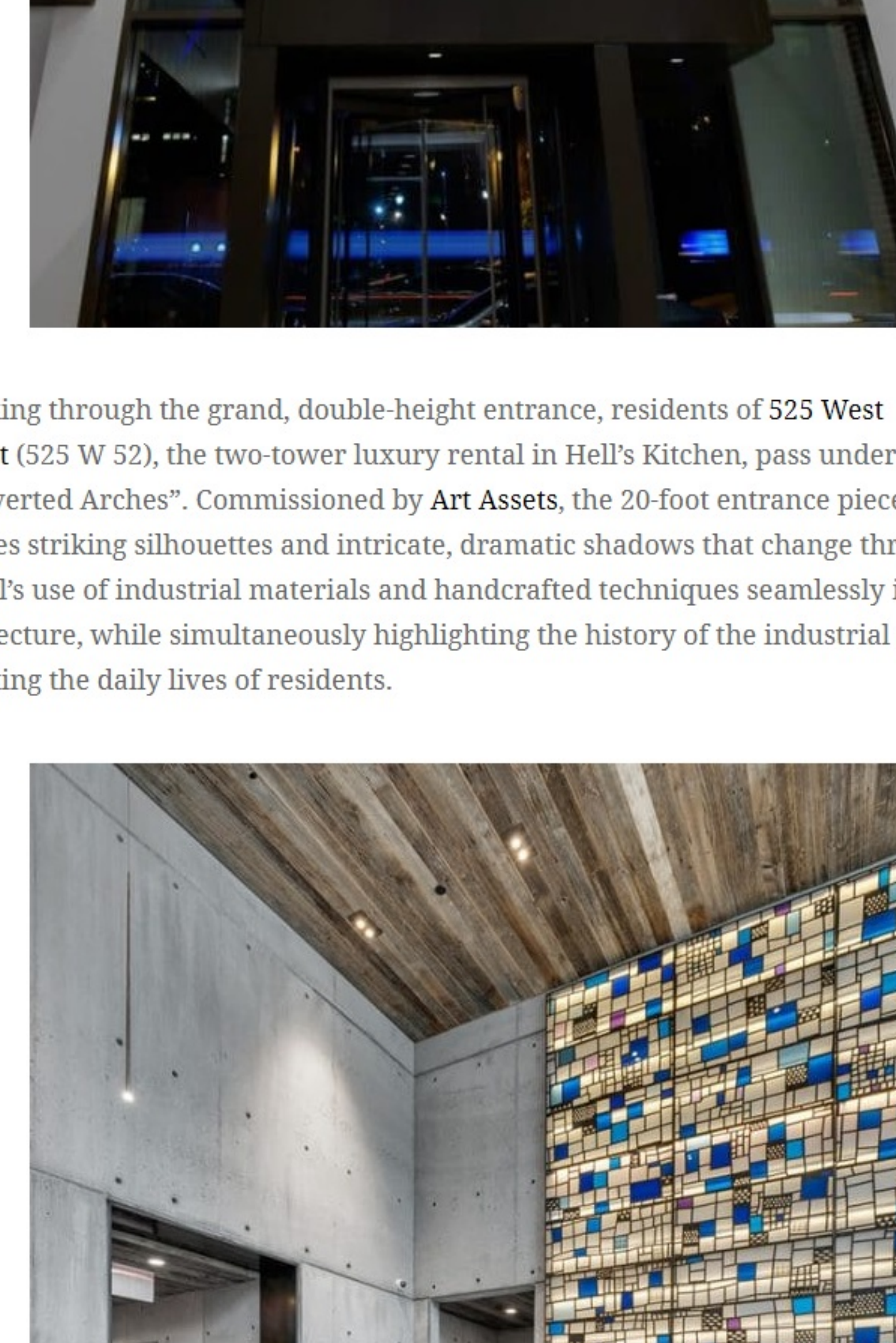
90 Morton, a 12-story boutique condominium launched sales in the West Village last month with an entire gallery exhibition of eye-level floor sculptures curated by artist Danielle Gottesman, daughter of the development's concept architect, Asaf Gottesman. Danielle was inspired by the architectural floor plans from the property, and when adding light behind these pieces, one can actually see the shadows of the floor plans. *'Elevations'* is now open for viewing until until June 15 at 90 Morton, a dream home for an art collector.



Circa Central Park, a residential development located in Upper Manhattan, partnered with Art in FLUX, a program that works with artists in the local neighborhood, to commission an oversized painting that was recently installed in the lobby space. The artist is Stan Squirewell, a locally based painter, photographer, installation and performance artist. This is not the first time Circa has given back to the community through art, as the developer worked with Art in FLUX last year to curate paintings throughout the modeled homes.



Upon walking through the grand, double-height entrance, residents of 525 West 52nd Street (525 W 52), the two-tower luxury rental in Hell's Kitchen, pass under Rachel Mica Weiss' "Inverted Arches". Commissioned by Art Assets, the 20-foot entrance piece made of nylon rope creates striking silhouettes and intricate, dramatic shadows that change throughout the day. Rachel's use of industrial materials and handcrafted techniques seamlessly integrates art and architecture, while simultaneously highlighting the history of the industrial neighborhood and reflecting the daily lives of residents.



The Jackson's lobby was designed with a stunning double-height, floor-to-ceiling glass art installation that was inspired by the building's neighbor, MoMa PS1. The Long Island City condominium's developer commissioned artist Tom Fruin (who is behind the famous Dumbo water tower) to curate a one-of-a-kind mosaic glass-art wall in the building's entryway, giving the space a unique gallery feel. The Jackson is a 56-unit luxury condo located at 1333 Jackson Avenue, in the heart of the Long Island City's art district.Modern Spaces exclusively handled marketing and sales at The Jackson.

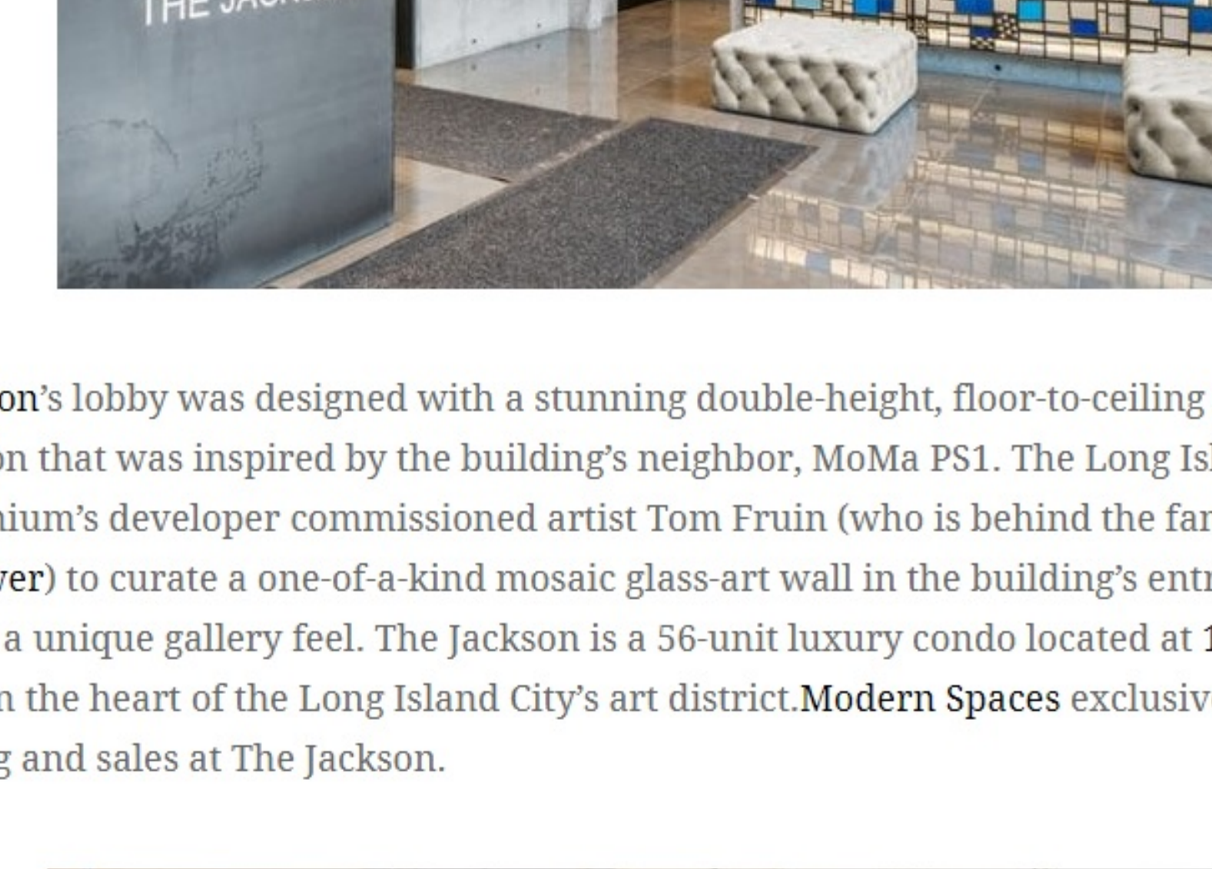


Photo courtesy of Quallsbenson

At 50 West, Time Equities' Downtown tower, there is a glass-walled exhibition space in the lobby viewable from an outdoor plaza, which will host a rotating display of art. The first piece on view is a 10-foot-tall twister sculpture of white powder-coated aluminum by the artist Alice Aycock commissioned specifically for 50 West. Alice's work can be found in numerous collections including the Museum of Modern Art, the Whitney Museum and the National Gallery of Art.

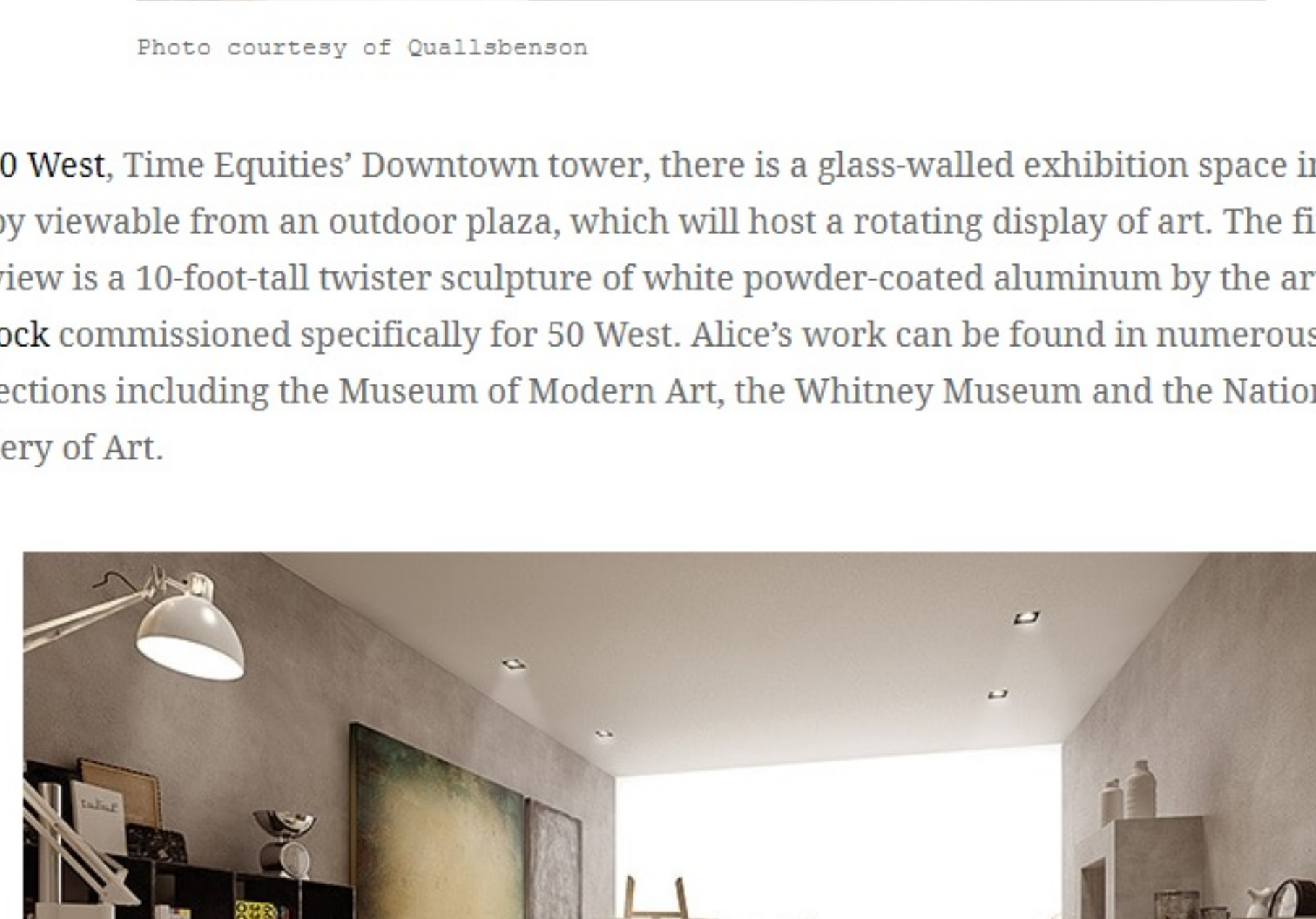
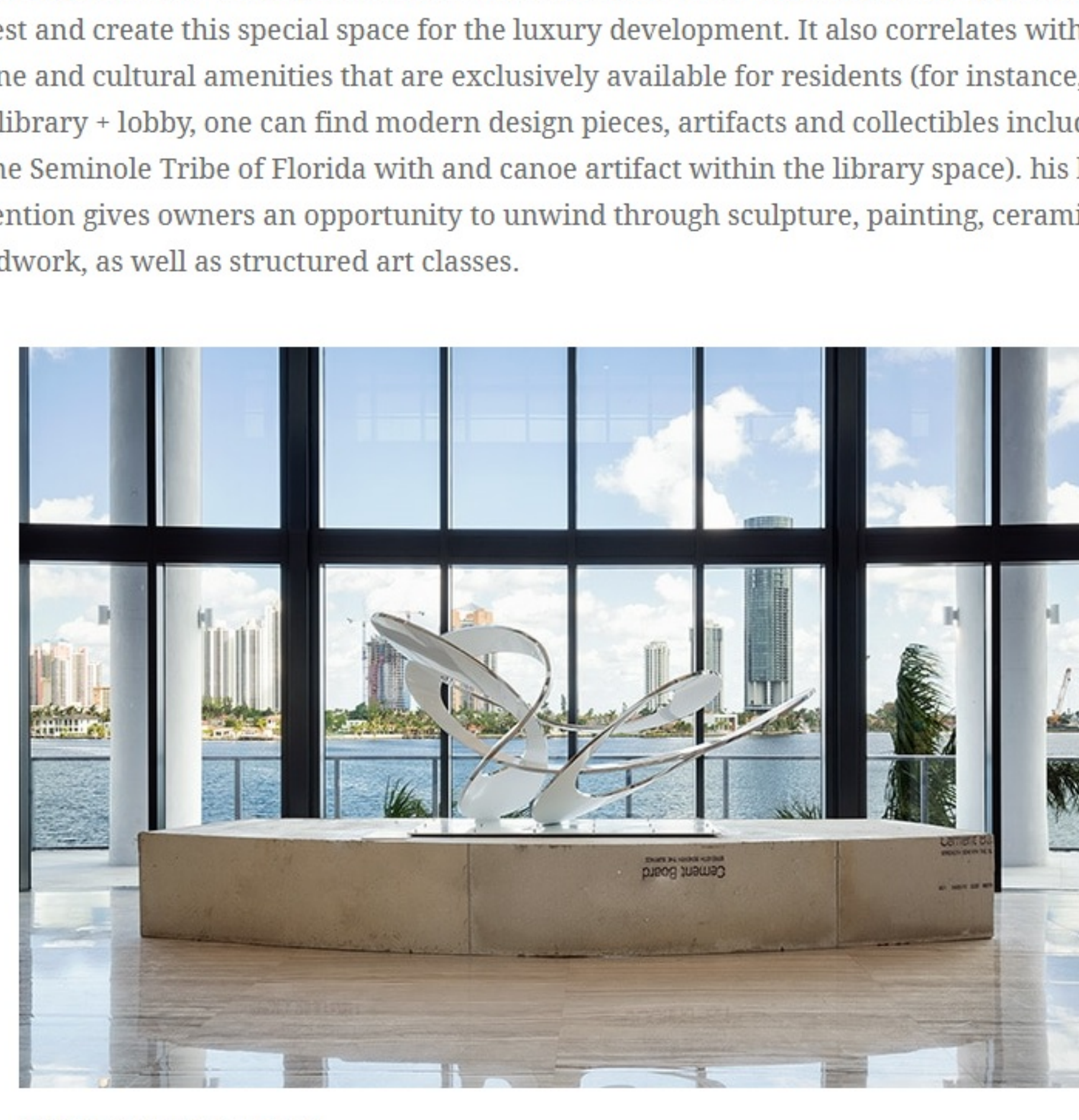


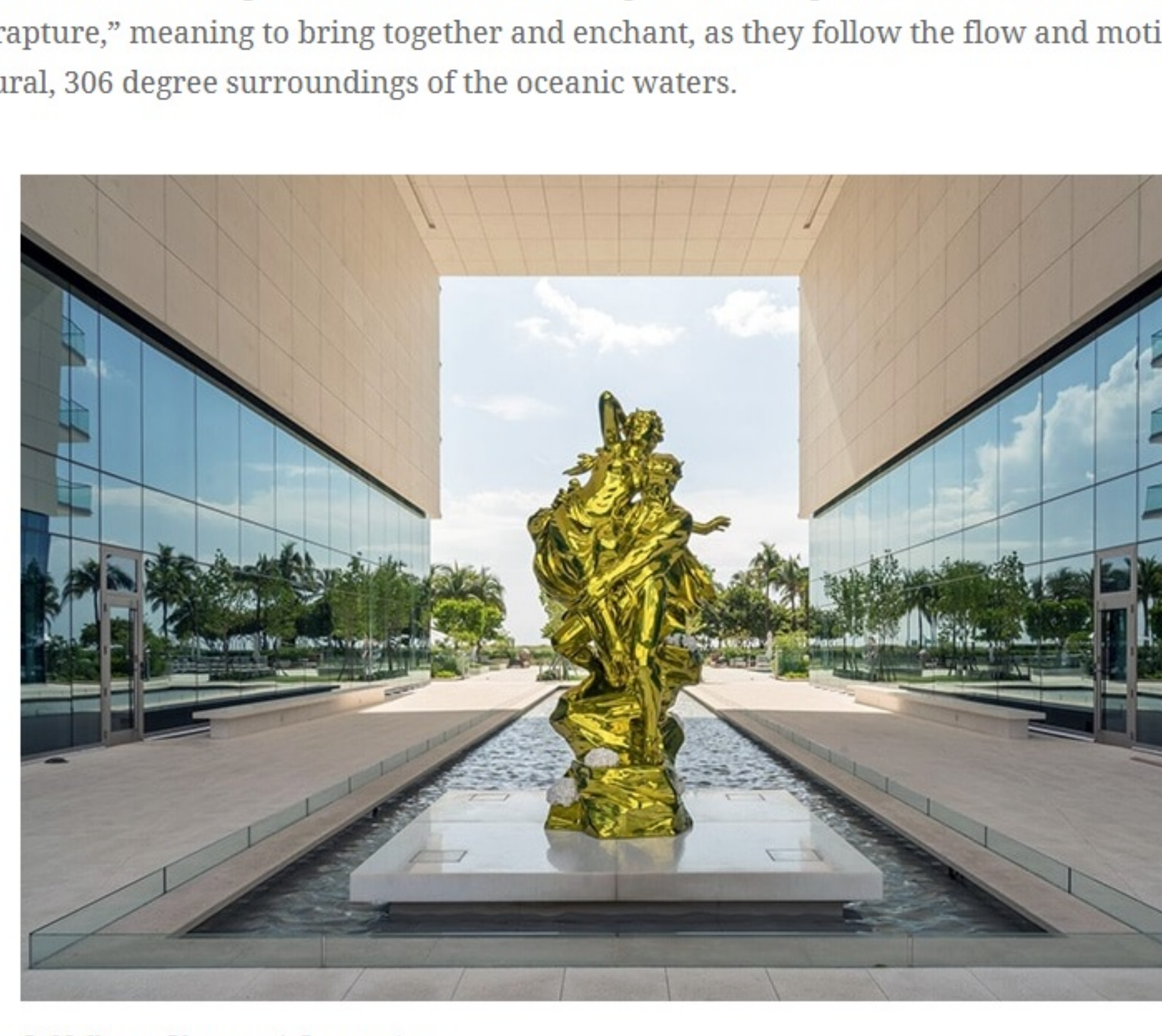
Photo Courtesy of The Ritz-Carlton Residences, Miami Beach

The Ritz-Carlton Residences, Miami Beach features a **HUGE art installation–a whole room(!)** – entitled the **world's first residential art studio** designed exclusively by Piero Lissoni in collaboration with**Miami-based artist Tatiana Blanco.** The studio was created to showcase and bring to the forefront that art can be as therapeutic (and accessible) as a fitness center workout or a relaxing afternoon at the residence pool. The creative concept came about pretty organically as well – Blanco has always kept a blank canvas at her home as an outlet for houseguest to express themselves and being that one of her frequent guests and close, personal friend is part of the development team for The Ritz Residences, it was the perfect opportunity to invest and create this special space for the luxury development. It also correlates with the refine and cultural amenities that are exclusively available for residents (for instance, within the library + lobby, one can find modern design pieces, artifacts and collectibles including a nod to the Seminole Tribe of Florida with and canoe artifact within the library space). his brilliant invention gives owners an opportunity to unwind through sculpture, painting, ceramics, beadwork, as well as structured art classes.



Matthew Harding Sculpture

Prive at Island Estates – Miami's last and most-anticipated private island residences is home to more than 100 master works by national and international revered artists, including its two grandeur commissioned sculptures by the late award-winning Australian, Matthew Harding. The two pieces were some of the last pieces created by Harding before passing in March. The theme and of Harding's two stainless, mirrored-polished sculptures are to "enfold" and "enrapture," meaning to bring together and enchant, as they follow the flow and motion of its natural, 306 degree surroundings of the oceanic waters.

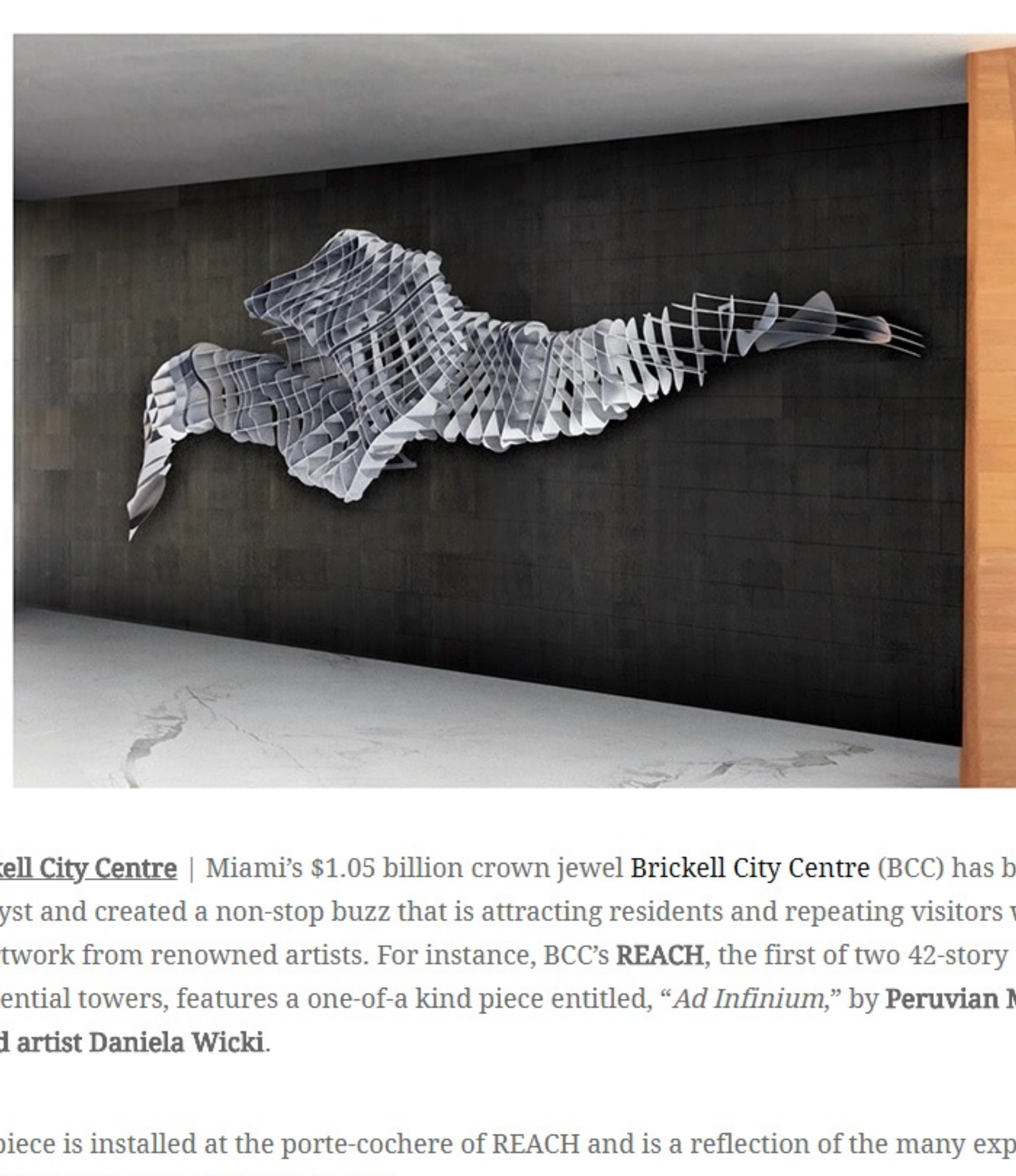


Jeff Koons Pluto and Proserpina

Oceana Bal Harbour is redefining the confluence of art and life, offering residents of the 240-unit artful luxury condominium collective ownership of its multi-million-dollar blue chip collection composed of master works by internationally acclaimed artists: Jeff Koons, Callum Innes, An Te Liu, Jorge Mendez Blake, Taryn Simon, Juan Usle and Garth Weiser. The residents own a percentage of each art piece, managed by the homeowner's association, which can each be sold after the property's five-year anniversary with an 80 percent winning vote.

The two gems of the property, include two larger-than-life sculptures, *Seated Ballerina* and *Pluto and Proserpina*, by the most prolific living artist, Jeff Koons. Prior to calling Oceana home, they toured some of the top museums around the world, including the Whitney in NYC, the Pompedou in Paris, the Guggenheim in Spain and MALBA in Argentina. The visionary behind the project is Eduardo Costantini, the founder of arguably the most important Latin American modern and contemporary art museum, **MALBA** in Buenos Aires.

Prive at Island Estates

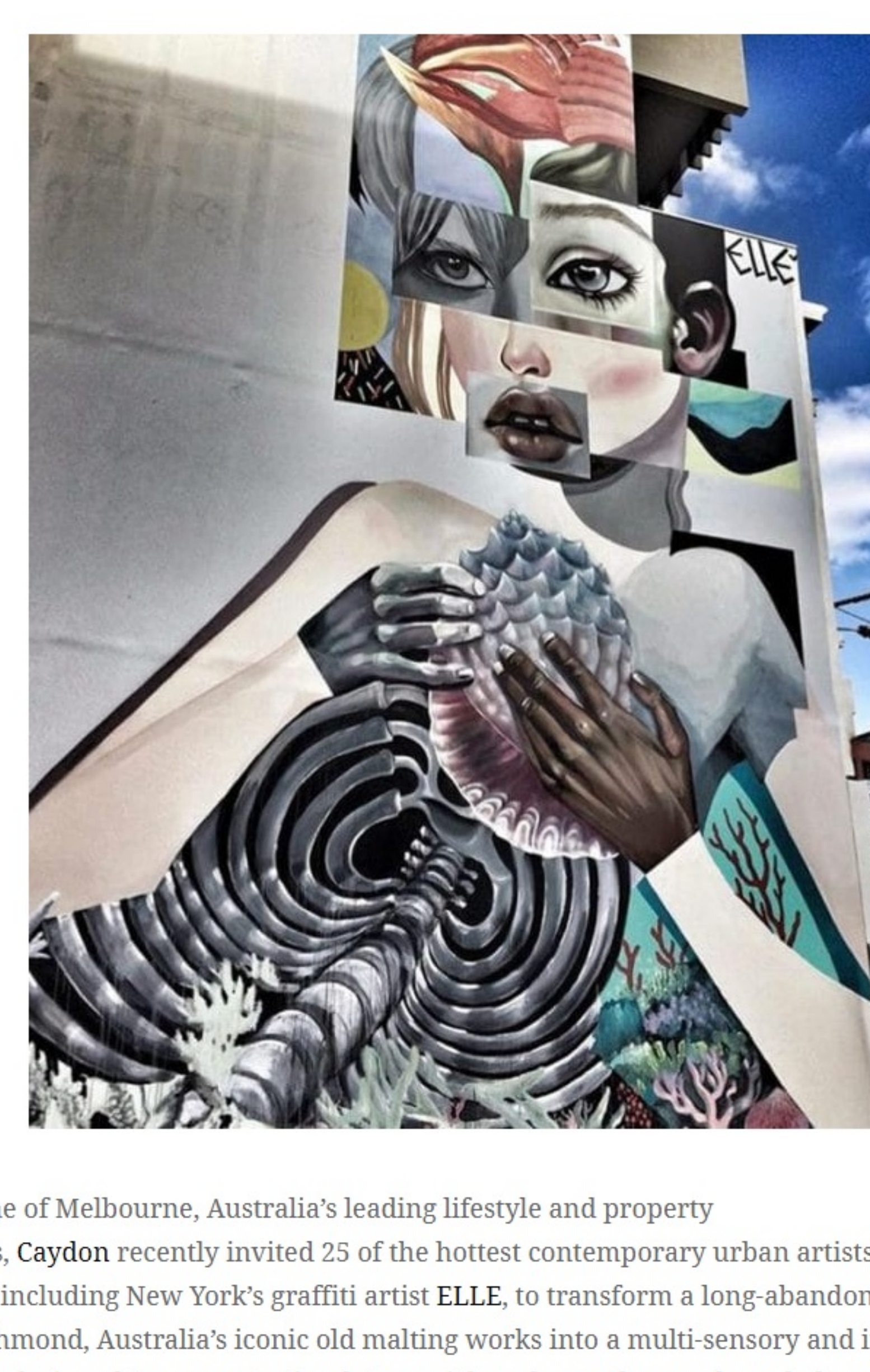


Brickell City Centre | Miami's $1.05 billion crown jewel Brickell City Centre (BCC) has become a catalyst and created a non-stop buzz that is attracting residents and repeating visitors with its artwork from renowned artists. For instance, BCC's **REACH**, the first of two 42-story residential towers, features a one-of-a-kind piece entitled, "*Ad Infinium*," by **Peruvian Miami-based artist Daniela Wicki**.

The piece is installed at the porte-cochere of REACH and is a reflection of the many experiential possibilities one can find within BCC.

Ad Infinium, invites you to gaze upward, resting your thoughts on the power of shapes," said Wicki discussing her vision behind the sculpture.

The movement that is inherent to the work comes with a sense of calm, much like watching Miami's ocean waves crash into the shoreline and back out again. The sculpture floats, thus, not covering or obstructing the wall but rather working with it and being light enough to see through it.



Caydon One of Melbourne, Australia's leading lifestyle and property developers, Caydon recently invited 25 of the hottest contemporary urban artists from around the world, including New York's graffiti artist ELLE, to transform a long-abandoned space within Richmond, Australia's iconic old malting works into a multi-sensory and immersive art experience designed to connect, stimulate, enrich and provoke people and place alike, and raise $1 million for The Reach Foundation. Within the 2-week period in April 2018, the artists created a series of unique installations and artworks that transformed a currently raw space into an art experience.

pop-art Michael Craig Martin outside Culture Lab

Culture Lab is a Macy's storefront-turned- cultural arts center and experiential creative space in Downtown West Palm Beach's reimagined urban district and part of an ongoing program inspired by the city's cultural agenda. The 110,000 square-foot space boasts a pop-art exterior by Michael Craig-Martin's *Palm Beach Parade*, his first US installation and largest public piece, and interior with Stephen Vitiello's multi-channel sound art installation, *You are the Magic*, that seeks to reshape the viewer's perception of a store through sounds recorded on site. Most recently, the space will be home to *ASSEMBLAGE: An Organically Grown Exhibition* with a colorful hand-made hammock carousel by **Ioanna Pantazopoulou**,