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90 MORTON

BY MARY ELLEN LYNCH



The architect Asaf Gottesman of GSArch and the Leroy Street Studio Interiors team, led by Marc Turkel and Sybille Schneider, have collaborated to create an extraordinary project for Brack Capital Real Estate in the West Village, one of the city's most sought-after residential neighborhoods. The team has transformed a 1912 former industrial building into a light-filled state-of-the-art residential condominium building.

90 Morton contains 35 exquisite residences with world-class amenities. Prices start at \$5.3 million for two- to five-bedroom homes.

Gottesman added four floors to the original eight-story building. He ingeniously added space, increased privacy, and opened up views by creating cantilevered terraces over setbacks.

90 Morton's custom geometric, blackened-steel and textured glass front doors suggests something unique, hand-wrought, and specially considered within. The lobby and adjacent library are dressed in rich oak paneling with accents of blackened steel. Columns and rich Venetian plaster embellishments were inspired by Milanese moderne details of the 1940s and '50s. A carport off the main entry offers further privacy.

RESIDENCES AND PENTHOUSES

The play of industrial and modern continues throughout the building and into the loft-like residences with high ceilings, original concrete beams and columns, unusually large windows, and wide-plank, natural oak flooring. Gottesman's floating window surrounds frame both the view and the massive structure, while Leroy Street Studio's deep window sills emphasize the building's solidity and enhance the intimacy of light-filled spaces.

Leroy Street Studio designed industrial-modern kitchens, which include walnut Poliform cabinets and custom, blackened-steel and glass upper cabinets against white quartzite counters and backsplashes. Abundant appliances and fixtures are best in class and include products by Gaggenau, Sub-Zero, Blanco, and Waterstone. Royal Danby marble, European ash drawers, and Kaldewei deep-soaking tubs are in master baths. Powder rooms are lined in Ceppo di Gre stone tiles that Turkel sourced in northern Italy. Six penthouses feature gas fireplaces, libraries, and expansive terraces.

AMENITIES

Amenities include 24-hour attended lobby; virtual concierge services by LIV Unlimited; residents' library; cold-storage room; 64-foot indoor pool with direct elevator access for privacy; saunas and changing rooms with showers and individual lockers; fully-equipped fitness gym; children's playroom; and common rooftop with a full outdoor kitchen, BBQ, powder room, gas fireplace, and 360° views of the Empire State Building to the Statue of Liberty.

"90 Morton is for the individual who, after achieving status and success, came to realize that a life well lived is one that includes a deep understanding of natural elements and unparalleled craftsmanship," said Shlomi Reuveni, the founder, president, and CEO of Reuveni Real Estate, 90 Morton's exclusive sales and marketing firm.

On-site sales gallery: 90 Morton Street (at Greenwich Street)

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