

# Brack Capital Launches Sales at West Village's 90 Morton

4/16/18

**April 12: Invitation-only Preview** of 35 exclusive residents, created through the first International collaboration between **Asaf Gottesman** of **GSArch** as the concept architect and **Marc Turkel + Sybille Schneider** of **Leroy Street Studio** as the interior architect + **Art opening** with original, commissioned works by **Danielle Gottesman**. **April 16: Sales gallery** opens. **90 Morton** dares to be understated, expressing the grit and authenticity of the original Industrial structure, blended with unique, bespoke refinements. – **Turkel, Leroy Street Studio**

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 structure built to support heavy industry and designed to carry massive loads and optimize daylight into a 12-story, boutique, state-of-the-art residential condominium building.

The result, **90 Morton**, is 35 exquisite residences with world-class amenities. The project is open for sale on April 16, 2018, with prices starting at \$5.3 million for two- to five-bedroom condominiums.

On April 12, 2018, **90 Morton** hosted an invitation-only Preview of this extraordinary project + an Art opening of a series of original, commissioned works by NYC artist **Danielle Gottesman** entitled *Elevations*. A site-specific exhibition of new sculptures inspired by the **90 Morton's** architectural plans, this exhibit is curated by **Lolita Cros**.

"It's not easy to find luxury in restraint-- excess and elaboration in design are often the path of least resistance," offered Turkel, of Leroy Street Studio Architects, and internationally-recognized for their innovative, detail-inspired work. This is Leroy Street Studio's first foray into condominium development and its first project where they only served as the interior architect.

While New York City codes require buildings to recede as they rise in "wedding-cake" fashion, Gottesman broke free of this constraint by cantilevering terraces over the setbacks. "We figured out a way to use the code to add space, increase privacy and open up views on floors nine and above, which were added to the original structure," observed Gottesman, who divides his time between Paris and Tel Aviv, about his first architectural commission in America.

**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. The result is "subtle layers of luxury, meant to be both refined and deliberately discrete," said Turkel. A carport off the main entry offers further privacy.

## Residences and Penthouses

The play of light and mass, old and new, industrial and modern continues throughout the building and into the loft-like residences that will have 9'6"-to-12' ceilings with original concrete beams and columns, unusually large windows, and 10"-wide-plank, natural-finish oak flooring. Gottesman's custom-designed, floating window surrounds will 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.

A highlight of life at 90 Morton will be Leroy Street Studio's industrial-modern kitchens – at once substantial and refined – with custom, walnut, Poliform cabinets and custom, blackened-steel-and-glass upper cabinets, complimented by white quartzite counters and backsplashes. Appliances will be best-in-class with an integrated Gaggenau refrigerator and dishwasher; a stainless-steel Gaggenau convection oven, speed oven, warming drawer and cook top; two under-counter refrigerator drawers; a Sub-Zero wine refrigerator; a Blanco sink with a stainless-steel Waterstone faucet; a garbage disposal, and a water filter.

Master bathrooms are studies in white, with Royal Danby marble – the same Vermont, snowy-white marble streaked with grey that was used in the Lincoln Memorial – long, custom, honed white-marble vanities with lacquered European Ash drawers and serene, Kaldewei deep-soaking tubs. Powder rooms will have walls of Ceppo di Gre stone tiles that Turkel sourced in northern Italy.

Six penthouses will feature gas fireplaces, libraries and expansive terraces.

"**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 un-paralleled craftsmanship," said Shlomi Reuveni, founder, president and CEO of **Reuveni Real Estate**, 90 Morton's exclusive sales and marketing firm.

## Amenities

An amenity-rich life awaits, with a 24-hour attended lobby; virtual concierge services by **LIV Unlimited**, a resident's library; a cold-storage room; a 64-foot indoor pool with direct elevator access for privacy; saunas and changing rooms with showers and individual lockers; a fully-equipped fitness center and yoga area with amply natural light conveniently adjacent to the lobby; a children's playroom, and a common rooftop with a full outdoor kitchen, a BBQ, a powder room, a gas fireplace and 360° views from the Empire State Building to the Statue of Liberty.

Located in the highly sought-after West Village, 90 Morton will offer exceptional local conveniences, immediate access to vibrant culture and plentiful green space in an area rich with historical charm. Distinguished by the most beautiful pockets of Manhattan, tree-lined blocks are filled with prestigious attractions and surrounded by the creative energy of downtown and the serene beauty of the Hudson.

On-site sales gallery: 90 Morton Street (at Greenwich Street), 212.220.9090, e-mail [info@90mortonst.com](mailto:info@90mortonst.com), website [www.90mortonst.com](http://www.90mortonst.com).