

LOBBIES WITH LARGER THAN LIFE ARTWORK

Development buildings
glorify supreme creativity

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Art installation at
90 Morton

A real estate trend that is taking over residential development concerns the art world. Lobbies of sumptuous buildings around the globe are increasingly incorporating oversized artwork, produced by living legends of the contemporary scene. These powerful and room-defining pieces have a huge impact on the spaces they inhabit, drawing the eye in new directions each time. Here are a few examples of the most mesmerising lobbies with larger than life artwork.

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CAYDON — THE MALT DISTRICT, MELBOURNE, AUSTRALIA

One of Melbourne's leading lifestyle and property developers, Caydon, recently invited twenty-five of the most influential urban artists from around the world, including New York's graffiti artist ELLE, to transform a long-abandoned space within Richmond. Australia's iconic Malt District was transformed into a multi-sensory and immersive art experience designed to connect, stimulate, enrich and provoke people, and raise US\$1 million for The Reach Foundation. The project combines modern residences, generous public spaces, boutique work spaces and retail, giving them a new lease on life and enduring relevance to everyone in Melbourne.

*Untold Art Piece,
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525 WEST 52ND STREET — NEW YORK CITY, USA

Upon walking through the grand, double-height entrance, residents of 525 West 52nd Street pass under Rachel Mica Weiss' *'Inverted Arches.'* Commissioned by Art Assets, the twenty-foot entrance piece, made of nylon rope, creates striking silhouettes and intricate, dramatic shadows that change throughout the day. This luxury two-tower development in Hell's Kitchen, developed by Taconic Investment Partners and Mitsui Fudosan America, uses industrial materials and handcrafted techniques that seamlessly integrate art and architecture, highlighting the history of the industrial neighbourhood and reflecting the daily lives of residents. Here, residents can experience a variety of exclusive activities such as outdoor yoga, social events on the Rooftop Lounge, film series in the Screening Room, hosting a virtual Masters event on the Golf Simulators, and more.

525 West 52nd Street, NY

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Rachel Mica Weiss'
'Inverted Arches.'
Commissioned by Art Assets
in 525 West 52nd Street, NY

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OCEANA BAL HARBOUR — BAL HARBOUR, FLORIDA, USA

Ayii Anargyri, Cyprus

Two gems of the property of Oceana Bal Harbour include two impressive sculptures - *Seated Ballerina* and *Pluto and Proserpina* - by the most prolific living artist, Jeff Koons. The visionary behind the project is Eduardo Costantini, the founder of the most important Latin American modern and contemporary art museum, MALBA, in Buenos Aires. This masterful 240-unit luxury condominium in the elite enclave of Bal Harbour sits completely parallel to the ocean with units priced between US\$3 to 30 million. Oceana Bal Harbour offers resort-style amenities such as a 24-hour concierge service, an upscale, gourmet residents-only restaurant, Ballerina, run by Starr Catering group, a world-class spa, valet parking, private cabanas, a relaxation pool and Olympic-style lap pool, a grand salon with chef's kitchen and bar, a kid's activity room, a cinema, underground parking, and more.

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Jeff Koons
Seated Ballerina
Image Credits: Barry Grossman

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Jeff Koons
Pluto and Proserpina
Image Credits: Barry Grossman

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The Jackson Art Wall

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THE JACKSON

LONG ISLAND, NY CITY, USA

The Jackson lobby was designed with a stunning double-height, floor-to-ceiling glass art installation that was inspired by the building's neighbour, MoMa PS1. The Long Island City condominium 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 with apartments ranging from studios to three-bedroom homes, between US\$700,000 to 4 million. Building amenities include a social room, a children's play room, a resident's gym, a rooftop with private cabanas, underground parking, and a ground-floor retail component.

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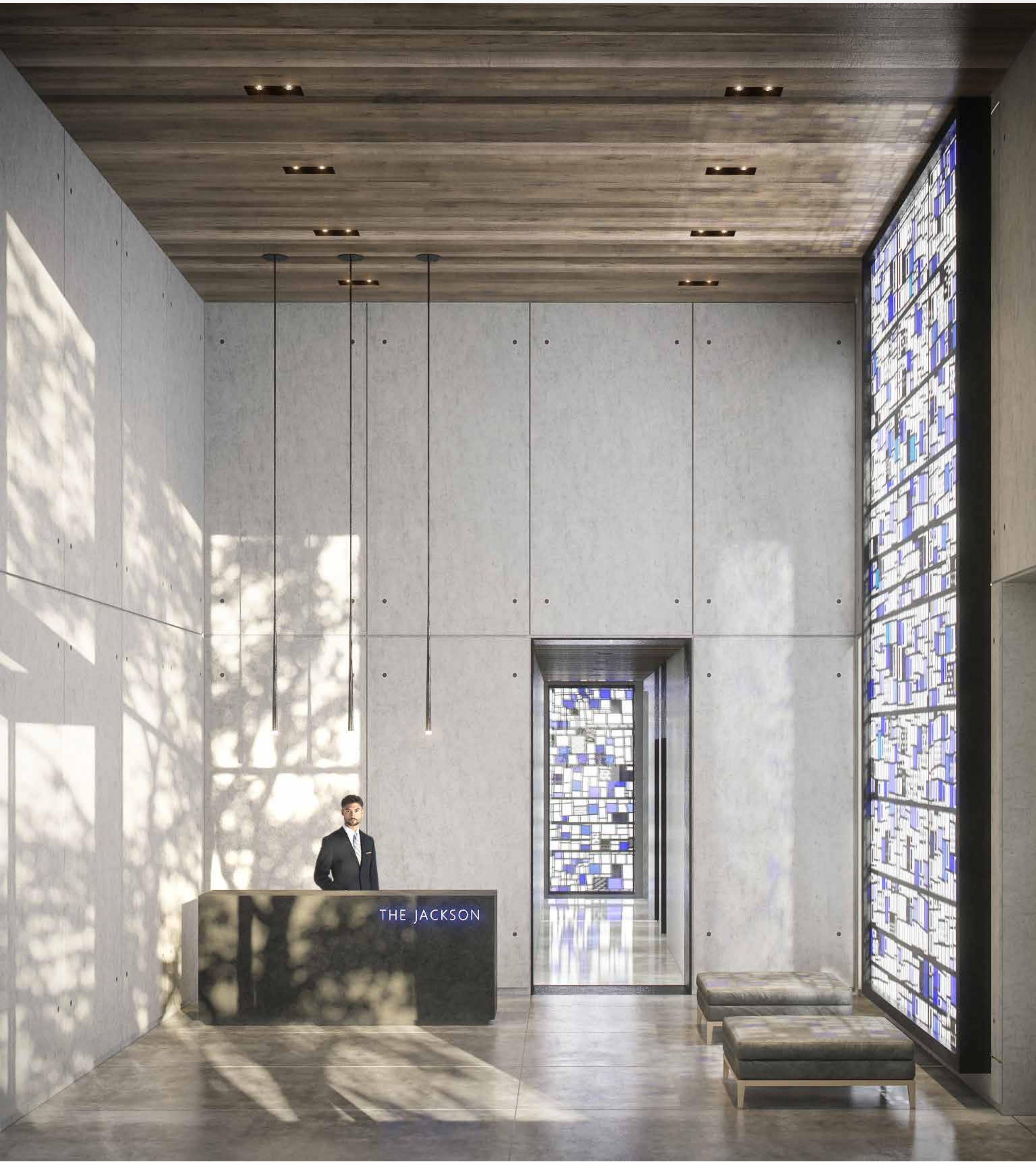
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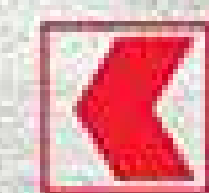
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90 MORTON — WEST VILLAGE, NY CITY, USA

90 Morton, a 12-story boutique condominium in the West Village, features an entire gallery exhibition of eye-level floor sculptures curated by artist Danielle Gottesman, daughter of the development's concept architect, Asaf Gottesman. Developed by Brack Capital Real Estate, the building is composed by thirty-five residences, each starting at US\$5.3 million. The 90 Morton's amenities include 24-hour attended lobby, virtual concierge service by LIV, adjacent resident's library, cold storage room, 64' indoor pool with direct elevator access for privacy, saunas and private changing rooms with showers and individual lockers, ground floor fitness centre with large windows for natural light, children's playroom, and a common rooftop with a full outdoor kitchen, BBQ, powder room, and outdoor gas fire place.

90 Morton Entrance

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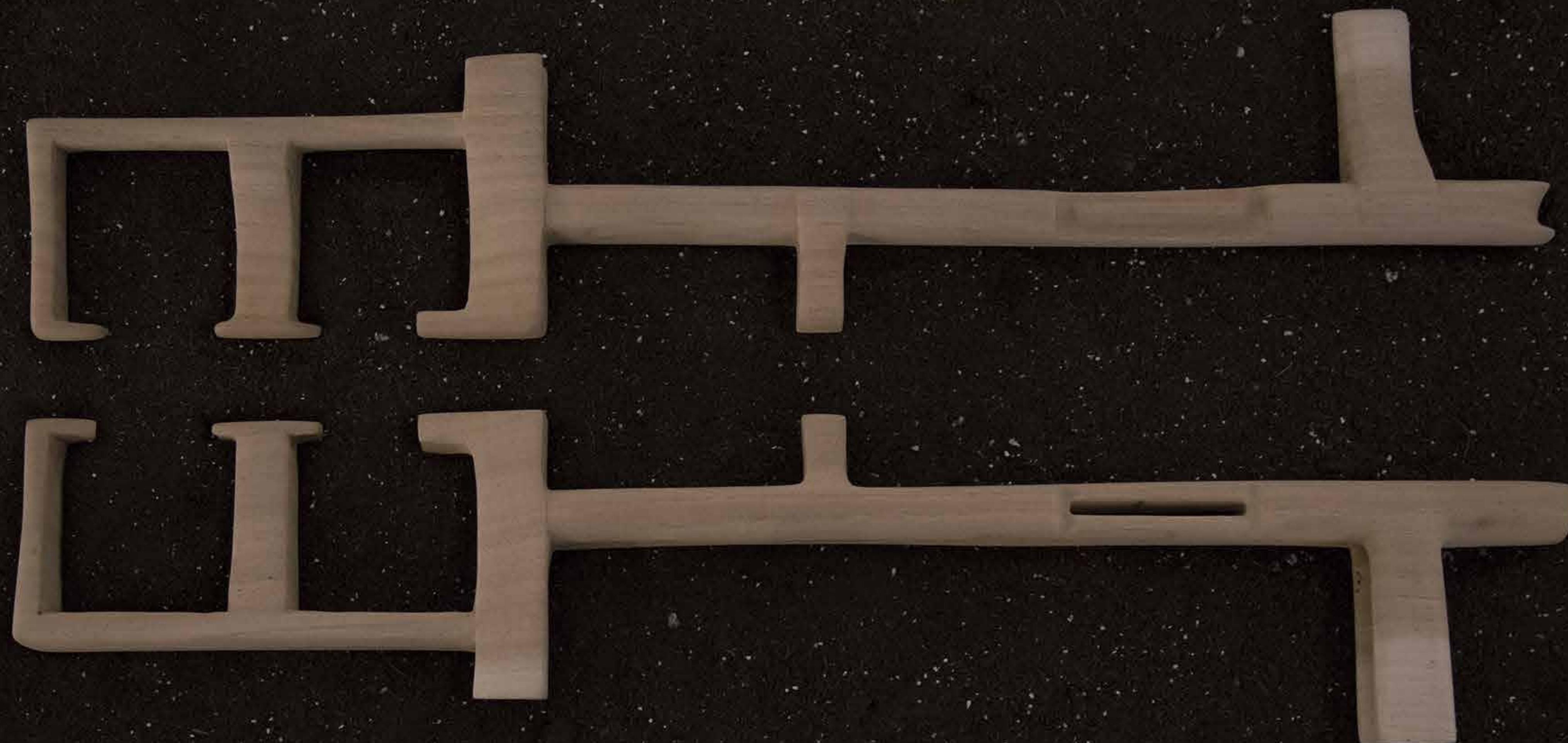
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