



November 3, 2014

15 Renwick Touts Pricy Condos With Steampunk Costumes

By Evan Bindelglass



Event: Sales gallery launch for the condominiums at 15 Renwick Street

In the house: Developer Eldad Blaustein of IGI-USA, architect Eran Chen of **ODA Architecture**, the marketing and PR team, **CORE brokers**, targeted buyers, and friends of the above.

Menu: Plentiful finger foods both savory and sweet, a full bar, and autumn-inspired cocktails

Overheard: "I'm very kindly asking you to please put a chip in my mouth." "Everyone keeps touching me."

Observed: A *lot* of wigs. Mozart carrying around the tiny electric piano he stole from his two-year-old daughter.

If you're not both forward- and backward-thinking enough to want to live in a building alongside a **tattooed steampunk boxer** and a **smartphone-toting Marie Antoinette**, then you're just not zany enough to live at **15 Renwick**. That's the idea behind the **IF Studio**-created marketing campaign for the black, glassy, and boxy new building going up on Renwick between Spring and Canal, right near the Holland Tunnel entrance. The two aforementioned characters (played by models Brett David and Clara

Buchanan) came out for a Halloween-themed party to celebrate the launch of the building's sales gallery around the corner at 505 Greenwich. Note: the building's **31 condos**, priced from **\$2M to \$10.5M**, are not yet *officially* on the market, despite a planned mid-September sales launch date and the ongoing, super-intense Victorian-themed marketing campaign.



The building, still under construction and slated for a **2015 opening**, will be 11 stories tall. It will include 18 two-bedrooms ranging from \$2.5 million to \$3 million, six three-bedrooms ranging from \$3.5 million to \$4 million, three adjoining townhomes ranging from \$3.995 million to \$7.5 million, and **four duplex penthouses** ranging from \$7.85 million to \$10.5 million.



ODA's Eran Chen pointed out that the **inset windows** complete with wood trim provide extra privacy. The metal surface of the building will also **change color** over time. He is particularly proud of variety of units in the building and the floating piece at the top. Developer Eldad Blaustein said that all of that comes together to form something that isn't boring or average.



The evening presented the opportunity to reveal new details about the units, as well as show off new, somewhat fanciful, renderings (created by MARCH).





The two- and three-bedroom residences will range from 1,000 square feet to 1,800 square feet. The two- and three-bedroom townhomes will range from 2,100 square feet to 3,500 square feet with attached terraces starting at approximately 700 square feet. The three- and four-bedroom townhomes will range from 2,644 square feet to 3,575 square feet with attached terraces starting at approximately 700 square feet.

The lobby will feature "Bespoke Patterned Cement Tile" flooring, custom oak panel walls, and a polished stucco ceiling, plus **a 24-hour-butler**. The residences' flooring will be six-foot-wide custom-stained walnut plank. The kitchens will feature Sub-Zero wine coolers. The master bathrooms will feature marble floors and walls. Other amenities include **a boxing gym**, private parking garages, cellar storage, **a zen garden**, bicycle storage, a laundry room, and a roof deck.

As for the party itself, it was planned by Olivier Cheng. Attendees loved posing for photos with the characters. Many guests also loved touching the boxer, who is **even more tattooed** than when the campaign was launched. When they hired David and Buchanan, neither of them knew they'd also be called on **to bring their characters to life** at a party. Below, take a look at the model kitchen and bathrooms as well as the steampunk-clad partygoers. Plus, the colorful signage and another construction shot.

