

**April 8, 2016**

## **The Characters**

*15 Renwick in Hudson Square is situated on one of the few single block streets in Manhattan. Home to some exceptional characters.*



The 11-story property, developed by IGI-USA and designed by ODA, will house 31 residences, including four expansive duplex penthouses and three adjoining triplex town homes. Born of meticulous detail and an understanding of the neighborhood, 15 Renwick stands as a testament to creativity and structure. The façade emphasizes the monumental frontage, complimented by aged copper panels and individually scaled windows lined with timber. As the height of the structure moves upward, the framed windows fragment into translucent glass walls and disintegrate into the sky.

The neighborhood dates back to the late 18th century, covering approximately 30-blocks on Manhattan's lower west side, formerly known as the "Printing District."

The once industrial area, located between Tribeca and Soho, was populated by publishers and printers but is now home to creative and media firms such as ad agencies, architects, video and filmmakers, and software developers. It is also one of the top three most expensive zip codes in the country, according to Forbes Life.

The Characters of 15 Renwick pay homage to the era in which the street's namesake, James Renwick and his family, lived. James Renwick Sr. was a noted Columbia University professor, and his son James Jr., was the acclaimed architect of St. Patrick's Cathedral and The Smithsonian's Renwick Gallery. The images integrate the historical the era of the Renwicks with the creative persona of today's Hudson Square residents and the insider nature of the single-block street.





<http://15renwick.com>

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