



## A First Look at the Stunning New 40th-Floor Residence at the Woolworth

The 6,095-square-foot, full-floor residence makes its market debut today, listed at \$21.325 million, and AD PRO got the first look

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Photo by Travis Mark. Image courtesy of the Woolworth Residences.

Most luxury properties in New York promise sweeping views, indulgent amenities, and unparalleled excellence, but few offer a rich history and exquisite architectural detailing to boot. Enter the Woolworth Residences, a new crop of 33 luxury condominiums harbored in the top 30 floors of the iconic Woolworth Tower in

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downtown Manhattan that are among the city's most anticipated real estate listings to hit the market. Among the listings is the 40th-floor residence, a full-floor home that makes its market debut today for \$21.325 million. At 6,095 square feet, the residence includes four bedrooms, six baths (two of which are powder rooms), high ceilings, solid oak herringbone floors, and astounding views.



A grand piano set for entertaining in the living room of the 40th-floor residence.  
Photo by Travis Mark. Image courtesy of the Woolworth Residences.



The elegant dining room features sweeping double-exposure views.  
Photo by Travis Mark. Image courtesy of the Woolworth Residences.

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Developed by Alchemy Properties, the Woolworth Residences combine old-school charm and prewar layouts with cutting-edge innovation. Architect and designer Thierry Despont transformed the interiors to create a new home in an old shell that honors the building's architectural integrity while updating it with contemporary touches like app-connected lighting, blinds, entertainment, and more. "I thought it was important to design the apartments in the tradition of the great New York apartment," said the architect. "We pushed the details and we retained, as a design inspiration, many of the original elements." Among the prewar layout, brass-handled heavy doors, and other classic touches, perhaps the most enchanting feature of the 40th-floor residence is the restored terra-cotta decorative detailing that frames the windows. Alchemy Properties president and founder Ken Horn told AD PRO that they immediately recognized the importance of treating the outside detailing as if it were inside the residence. They found a firm in Buffalo, New York, to take on the restoration, spending close to \$22 million on the terra-cotta detailing alone, which Horn called "a true act of love and devotion, and essential to the success of the building." Over the course of two years, more than 3,500 molds and casts were made of the various pieces around the windows, which were then matched with the parts that were spalled, cracked, and in need of new paint. The painstaking effort and cost was indeed worth it, as the terra-cotta detailing is among the building's most unique and precious features. "It's as if you were looking at a beautiful painting, but the framing was ill-suited for that particular work," Horn told AD PRO. "It would not do justice to the painting."



The sleek kitchen adds a contemporary touch to the traditional prewar layout.  
Photo by Travis Mark. Image courtesy of Woolworth Residences.



The terra-cotta detailing took over two years and \$22 million to restore.  
Photo by Travis Mark. Image courtesy of Woolworth Residences.

While the residences in the Woolworth bring to mind the charm and sophistication of prewar buildings on Park and Fifth avenues uptown, the thoughtful, contemporary touches Despont and his team added make them suited for modern living. The apartments are grand and inviting, with ample space to entertain, but they don't feel too large; rather, they are perfectly proportioned and comfortable. IMG designed the model residence's furnishings and decor, using blue tones throughout as a nod to the terra cotta detailing and custom drapes to accentuate the high ceilings. The hallways are considerably wider than their uptown counterparts, and hidden vents, white-marble counters, Miele appliances, windowed bathrooms, and four-side exposures are next to impossible to find in any other traditional Manhattan apartment.



The windowed, white-marble bathroom features a soaking tub and a steam shower.  
Photo by Travis Mark. Image courtesy of Woolworth Residences.

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The building offers an array of sophisticated amenities that have become the standard of any luxury building, including a fitness studio, onsite parking, a wine cellar and tasting room, a pool, and a residents' lounge. The residents-only entrance leads to the private lobby, whose most noticeable feature is the ornate ceiling coffer that was taken directly from Mr. Woolworth's office on the 40th floor; its intricate and stately detailing sets a fitting tone for the building. While restoration efforts have been underway for nearly six years, the project is expected to be fully complete in five months—though such a high-profile project certainly needn't be rushed. "This is the Woolworth building for goodness sake; you really have to do with care and craft," remarked Horn. "And. I think we did."

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