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LUXURY THAT WON'T

ITALIAN FINISHES AT 302 EAST 96TH STREET

COST THE EARTH

Wonder Works' 302 East 96th Street brings timeless design to the Upper East Side with an attainable price tag.

York City residential projects, wasted no time in snagging it.

Having sealed the deal in March, the development team, which includes Mink Development and Forbes Development, plans to raze the existing three-story park-

With prices in Midtown heading due north, a canny buyer might do well to cast his or her eyes out east — Upper East, that is. Even more precisely: 302 East 96th Street.

An address like that doesn't hang around long, and Wonder Works Construction Corp., a development and construction firm that has earned its stripes on numerous New

York City residential projects, wasted no time in snagging it.

York City residential projects, wasted no time in snagging it. This will be affordable luxury, according to Wonder Works' Founder Joseph Klaynberg. He highlights a huge gap in an overcooked Big Apple market, and they are prepared to fill it. Buyers will benefit from Wonder Works' already established relationships to get top-notch luxury at a more affordable price point.

With experience as contractor, design-builder, and manager, heading projects like 540West, District, and Chelsea Club, Wonder Works is starting to spread its wings as a de-

veloper, but still dabbles in all facets of the process. 302 East 96th Street will be a benchmark gig for them.

"We wanted to implement all the experience we have amassed," said Klaynberg. "We produce great product and we just get better with every new project. It's not like all the same cookie-cutter stuff you get these days. This is not something we have done before."

Units are projected to start at a very reasonable \$795,000 for the 522-square-foot one-bedroom apartments. For those looking to fork out a bit more and get more



UNIQUE WET ROOMS

space, there will be six floors of penthouses, all of which will have individual terraces as well as access to the roof. The top-floor penthouse gem will come with its very own private rooftop at an attainable \$5+ million price tag. “All the buildings to the north and south are low-rise buildings, so we thought this was a great opportunity for views,” said Michael Belkin, Partner and Director of Operations, adding that all south-facing units would also benefit from private balconies.

Each apartment will have imported Rossetto Italian kitchens, Bertazzoni ranges and ovens, integrated dishwashers, and Liebherr refrigerators. The bathrooms will bring in more from (you guessed it) Italy with Newform faucets and shower fixtures with Italian porcelain tile on the floors and walls of the bathrooms. Vanities, medicine cabinets, and wardrobes will also be outfitted by Rossetto.

“We actively seek the best products,” said Klaynberg, who confessed to a lifelong romance with Italian craftsmanship.

“We go to the best sources to get our materials and have direct deals with the factories,” added Principal and Director of Construction Eric Brody. “We don’t want to pay any middle men.” (We see no problem with that, since buyers benefit!)

Noting that Italian furnishings and fabrics are super trendy thanks to their warmer feel reflects what buyers are looking for. Brody reckons the finishes are going to be beyond expectations.

In fact, he can’t rave enough about the interior design by Catherine E. Serreau-Thompson (of Elianart, Ltd.) “When she started working with us on this project, we simply thought ‘Wow!’ I thought her concept and approach was the best,” Klaynberg recounted. (This is Serreau-Thompson’s second project with Wonder Works.)

The project also speaks volumes of their long-standing relationship with architect Karl Fischer. Fischer,

“We produce great product and we just get better with every new project.”

- Joseph Klaynberg

who has worked with Wonder Works on a myriad of previous projects including District at 111 Fulton St., Chelsea Club at 444 West 19th St., The Robyn at 316 East 3rd St., 260 Park Ave. South, and more, designed the façade at 302 East 96th St., which consists of a beautiful window wall system. His attention to detail and creative space planning allows for efficient and functional units that will cater to buyers’ needs. “Karl understands architecture and its impact on end users, which makes working with him so easy,” Brody stated.

“It definitely suits the neighborhood – it brings a more modern but not overly-dressed feel as we were trying to redefine the area as affordable luxury. It’s a timeless design,” added Belkin.

And time being of the essence (with a vow to wrap in two years), the whole team will surely be working wonders to deliver, as no doubt they will.

PARTICULARS 302 EAST 96TH STREET

- PLACE** 📍 Upper East Side
- PROPERTY** 🏠 48 Residences
- PLANS** 📐 522 - 2,290 square feet
- PRICE** 💰 (Projected): \$795,000 - \$5 million+
- PERIOD** 📅 End of 2017
- PERKS** + 24-hour doorman, on-site parking, bicycle storage, roof deck, indoor/outdoor recreational area

KARL FISCHER DESIGN

