

REAL ESTATE WEEKLY

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NEW DEVELOPMENT

• THE MOINIAN GROUP

Marketing Directors move in at W Downtown

Joseph Moinian, founder of The Moinian Group, announced that The Marketing Directors, Inc. has assumed responsibilities for the sales and marketing of The Residences at W New York — Downtown, the luxury hotel and condominium development in FiDi.

The company headed by Adrienne Albert takes over from The Corcoran Group.

A collection of newly decorated model homes on the 37th floor designed by Tui Lifestyle was launched in conjunction with the appointment of the new team.

"The savvy buyer will realize the advantages of buying a condominium with W services and amenities and the potential investment opportunity in an area of the city that has captured a lot of attention while it completes its revitalization," said Moinian.

The Residences at W New York - Downtown, the only W residence in New York City, offers amenities that include the hotel's Whatever/Whenever concierge service and an owner benefits program with access to the Starwood Preferred Guest loyalty program.

The Residences at W New York — a prismatic tower, designed by Gwathmey Siegel & Associates, rise from the 23rd to the 56th floor and offers views of New York City including the Hudson River, the Statue of Liberty and beyond.

"Ownership of a condominium with full hotel services is a unique opportunity in Manhattan and we're thrilled to offer a front row seat to one of New York's most vibrant and dynamic neighborhoods," said Jacqueline Urgo, president of The Marketing Directors.

• WORLD-WIDE GROUP

Work starts on new LIC rental

The World-Wide Group, as broken ground on a \$157 million, luxury multi-family development in Long Island City.



feld, executive vice president at The World-Wide Group.

The building will rise to 21-stories, and will contain 421 studio to three-bedroom rental units.

Over 25,000 sq ft of amenities will include an outdoor pool with a landscaped roof deck, a state-of-the-art fitness center, private gardens, indoor parking and bike room.

The entrance to the building also is adjacent to Long Island City's highly-used bike path to Manhattan.

The trip to 59th Street and Lexington Avenue is one subway stop away and takes approximately five minutes.

• CANTOR PECORELLA

One-of-a-kind opportunity on Stuyvesant Square

Rutherford Place at Stuyvesant Square, a collection of residences, has begun sales of the 78 unsold studio, one-, two- and three-bedroom condominiums, announced Cantor-Pecorella, the exclusive sales and marketing firm.

Located at 305 Second Avenue between 17th and 18th Streets, the 10-story building is listed on the National Register of Historic Places.

Originally designed in 1902 by noted period architect Robert Henderson Robertson, the building was a gift to the city from J.P. Morgan.

At Rutherford, no two apartments are exactly alike. Most residences are duplex or triplex with ceilings up to 17 ft., and feature windows as high as 10 ft.

A number of apartments also have French doors and private patios, many with views of Stuyvesant Square and Lower Manhattan.

All available condominiums in the building have been renovated with high-end contemporary finishes, fixtures and appliances.

Amenities include a full-time doorman, bicycle room, gym, and a landscaped roof deck open to all residents. Valet, laundry and maid service is also available.

