

Industry Magazine: Home + Design Issue
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INDUSTRY

m a g a z i n e

By Laura D.C Kolnoski
Impressions: 55,000

Modern History

*the ultimate in luxury living in the heart of midtown manhattan
combines timeless glamour with the unparalleled perks of the
world's finest hotels*



Since opening in 1931, the iconic Waldorf Astoria has been synonymous with New York luxury, hosting celebrated cultural events and galas while housing world leaders, celebrities, and the global elite, from U.S. presidents like Herbert Hoover and Barack Obama to high ranking members of the U.N. and international heads of state. Today's discriminating homeowners seeking the pinnacle of Manhattan living will soon have an opportunity to become a part of the legacy at this historic address.



Following an extensive \$1 billion renovation, the Waldorf Astoria Residences in Manhattan, slated to reopen in 2023, has launched sales at the Towers of the Waldorf Astoria, a collection of 375 contemporary residences above the Park Avenue landmark. Residents will enjoy a rarified lifestyle in exquisite living quarters complemented by exceptional amenities and services.

Privacy and security are paramount at the Towers of the Waldorf Astoria, which offers a discrete residential experience separate from the hotel. There are two residential entry lobbies, both fully staffed 24/7, and a dramatic porte cochère with double-height vaulted ceilings and 24-hour valet service. The added bonus here are the boundless benefits residents can partake in due to being part of the Waldorf's entire one-block property, receiving the same level of attentive service enjoyed by hotel guests, including access to numerous food and beverage venues and world-class spa.



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“We have embraced a profound responsibility as the stewards of the Waldorf Astoria and assembled an incredible team to bring an unmatched residential product to the New York City market,” said Andrew Miller, CEO of developer Dajia US. “For almost 100 years, the Waldorf Astoria has been New York’s ‘Unofficial Palace,’ famously anointed by Conrad Hilton as ‘The Greatest of Them All.’ Now, with residences for sale for the first time, buyers from all over the world can call it home.”

Six residential elevators with destination dispatch technology will speed homeowners to a wide variety of residences ranging from gracious studios to opulent four bedrooms and magnificent penthouses, and several marquee residences with expansive private outdoor spaces. Over 50,000 square feet of private residential amenities, in addition to over 100,000 square feet of hotel amenities, offer residents coveted special privileges.



The restoration was undertaken by Dajia Insurance Group and respected architects Skidmore, Owings & Merrill, with great attention given to the original Art Deco design. The team studied the building’s history and dedicated themselves to maintaining its heritage while bringing it into a new age.

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The sophisticated residential interiors and amenities are the work of internationally renowned designer Jean-Louis Deniot, considered a visionary and recognized as one of the world's most accomplished interior designers. Since establishing his Paris-based firm in 2000, Deniot's work has expanded across six continents, spanning opulent private homes, boutique hotels, yachts, and residential interiors and amenities at prominent properties from Paris to London, New York, Beverly Hills, Capri, New Delhi, Bangkok, and Monaco.



Deniot created a truly modern experience within the building's framework, carefully considering each detail and designing his own custom creations. His distinctive touches include solid custom-paneled interior doors with bespoke antique bronze hardware, custom cabinets manufactured in Italy, vanities with polished marble countertops, custom forged polished nickel fixtures, and tile mosaics featuring a Waldorf Astoria-inspired pattern in a modern style with a nod to French Art Deco.



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“The Waldorf Astoria has a forever lavish aura,” said Deniot. “The interiors reflect the magnificence of the past mixed with today’s great sense of energy. They are grand and playful, all highly inviting, with many elements of surprise and excitement.”



Approximately ten-foot ceilings are typical throughout the Towers, with select residences on upper floors featuring heights of up to 13 feet. Every residence has been outfitted with new windows that feature sound-attenuating technology and herringbone floors with a custom finish. Kitchens feature a full suite of integrated state-of-the-art Gaggenau appliances.

The generous scale of the property allows residents to enjoy a high number of service staff, including a concierge. One of the most unique and endlessly convenient features of each home is the concierge closet, integrated into the entryway and used for the secure and private delivery of packages, laundry, and room service.



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Luxuriate at the stunning 25-meter Starlight Pool overlooking Park Avenue – a dramatic double height space illuminated by a restored skylight that allows the original intent of the architects to be observed again for the first time in 70 years. Residents also enjoy access to four private bars, including the Presidential Library Bar, located off the Presidential Library’s side entrance, serving the favored drinks of former U.S. presidential guests. Sip Dwight D. Eisenhower’s preferred Scotch, or toast Bloody Marys like JFK.



A state-of-the-art fitness center with training studios and a cardio gallery overlooks the pool. There are opulent private spas for men and women, complete with a sauna, steam room, showers, and treatment rooms. Numerous entertaining spaces designed to support private functions include the Grand Salon, a private dining room, wine tasting room, billiard room, and game room. Relax in the curated library and lounge, let the little ones romp in the children’s playroom, take advantage of the theater with its performance stage and grand piano, or get important business done in private workspaces.



The Towers continue the ultra-luxury standards set by the Waldorf Astoria New York, the city's tallest building when it opened 91 years ago. The hotel has also undergone a substantial renovation. Preservationists took great care in restoring its unique artifacts, including the Spirit of Achievement statue that graces the Park Avenue entrance, the World's Fair Clock, and acclaimed American composer Cole Porter's own 1907 Steinway grand piano.



Today's residents are already enjoying priority access to the unrivaled services of the hotel, including signing privileges at restaurants and bars, preferred pricing, and a la carte services like housekeeping and 24-hour in-residence dining.

In homage to the Waldorf's long history of arts patronage, residents are surrounded by artwork curated and commissioned by world-renowned auctioneer and collector Simon de Pury, whose specialty is providing services for private individuals, museums,

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corporate offices, and institutional collections. For the Waldorf, de Pury focused on emerging international artists to develop custom works for the private residential amenity spaces and communal areas.



Douglas Elliman Development Marketing is the exclusive marketing and sales agent for the Towers. Prices start at \$1.8 million.

The Towers of the Waldorf Astoria

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