

OFF THE MRKT

Your Guide To New York Real Estate And More

Off The MRKT Top 5 Favorite We Want This Month

OCTOBER 19, 2022 IN THE LOOK

Off The MRKT's favorites feature the hottest products, exclusive events, and more. If you're looking for that cool new thing to share, or try out, we've got you covered.

96+Broadway Model Home Photography



When NYC-based Danish designer Thomas Juul-Hansen was commissioned for 96+Broadway, a new ground up residential building on Manhattan's Upper West Side, the job was more personal than most: One of the developers lives in the neighborhood and plans to move into the

new building. He was selected to create something inside and out that would be rooted in neighborhood tradition but distinctly modern.

Staged by Juul-Hansen and ASH Staging, the model residences were created with the modern New Yorker in mind—focusing on craftsmanship and naturally-inspired materials that bring in a sense of warmth while prioritizing functionality throughout.

“This is a building that is meant to last,” says Thomas Juul-Hansen. “96+Broadway was created with practicality and design excellence at heart, maximizing the quality of living for all residents who choose to call it home through generous floor plans, top-tier materials, and master craftsmanship.”

Organic materials become a focal point in each home with open-plan living rooms that display extra-wide, 7.5-inch European white oak flooring and lead out into Juliet balconies or terraces with arched, custom-designed, bronze-finished balusters in select residences. Kitchens are defined by Italian-crafted solid oak cabinets and drawers with exposed dovetail joinery and earthy desert quartzite slab kitchen countertops and islands, as well as equipped with Sub-Zero Wolf appliances. Primary bathrooms are finished in heated herringbone-patterned Truffle White marble flooring and feature a Waterworks soaking tub (and fittings) enveloped by Bianco Dolomiti marble, which also extends its cladding to the walls and floor.

<https://www.offthemrkt.com/blogs/off-the-mrkt-top-5-favorite-we-want-this-month-october-2022>