

Nouvel.  
Despont.  
A modern  
view.

53W53







*A modern view*

## 53W53 is the most architecturally significant addition to the New York skyline in recent years.

A gracefully tapered, 1,050-foot-high tower rising above The Museum of Modern Art, 53W53 represents a bold artistic and technical achievement by Pritzker Prize-winning architect Jean Nouvel. The elegant, refined interior spaces of the 145 private residences are designed by noted architect Thierry Despont. Complementing Nouvel's innovative design, these homes offer a 21st century vision of the gracious urban living for which New York is celebrated.



The architecture of 53W53 embraces a decidedly modern point of view. Its innovative exposed structural system, known as the diagrid, gives the facades of Nouvel's tower a distinctly angular rhythm, which, when combined with floor-to-ceiling windows, creates a unique architectural context through which to view Central Park and the Manhattan skyline.

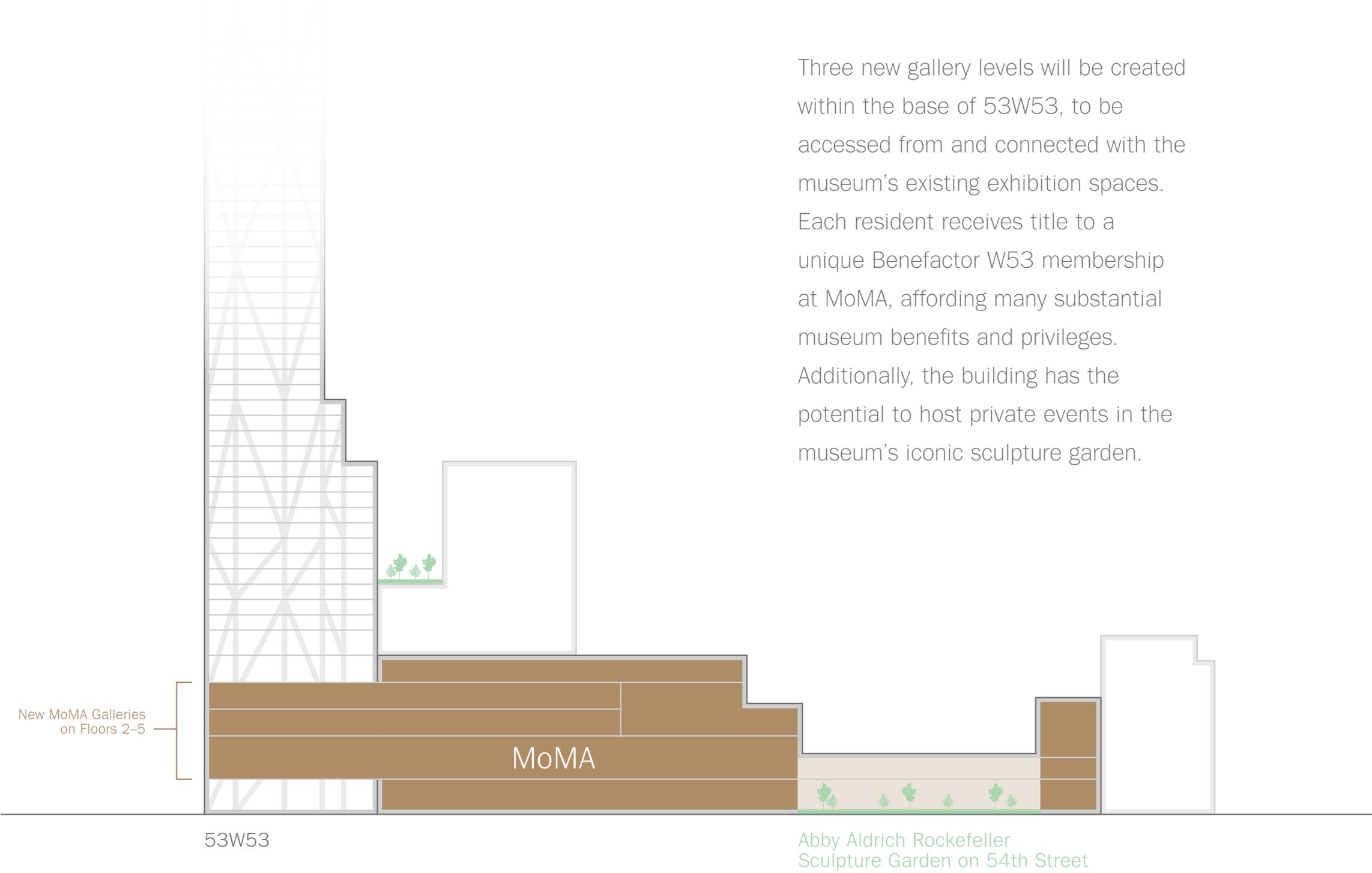
The Museum of Modern Art is one of the most respected cultural institutions in the world. Among its collections of modern and contemporary art, design, photography and film are seminal works by globally recognized artists including Pablo Picasso, Vincent van Gogh, Henri Matisse, Claude Monet, Willem de Kooning, Andy Warhol, Jasper Johns, Donald Judd, Cindy Sherman and Jeff Koons.

53W53 has the unique distinction of being integrated into MoMA's architecturally distinguished urban campus. Joining existing wings designed by noted architects Philip Johnson, Cesar Pelli and Yoshio Taniguchi and a planned addition by Diller Scofidio + Renfro, Jean Nouvel's tower gives MoMA a sculptural presence on the New York skyline.



The Museum of Modern Art  
Abby Aldrich Rockefeller Sculpture Garden

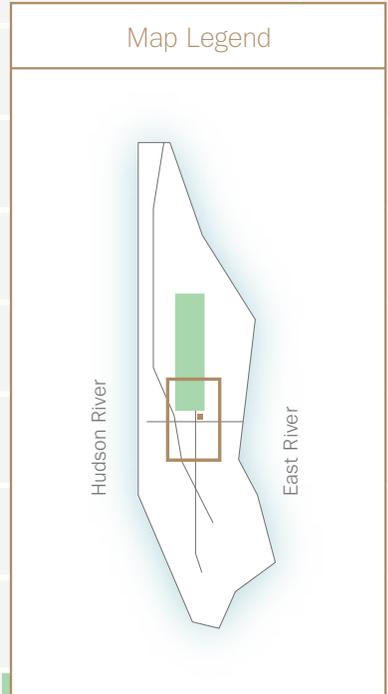
Three new gallery levels will be created within the base of 53W53, to be accessed from and connected with the museum's existing exhibition spaces. Each resident receives title to a unique Benefactor W53 membership at MoMA, affording many substantial museum benefits and privileges. Additionally, the building has the potential to host private events in the museum's iconic sculpture garden.



## A Privileged Location

Beyond The Museum of Modern Art, 53W53 is surrounded by sophisticated amenities for which Midtown Manhattan is known the world over. Luxury shopping destinations lining nearby Fifth Avenue include Bergdorf Goodman, Saks Fifth Avenue, Tiffany & Co., Louis Vuitton, Prada and Chanel. Renowned restaurants, including La Grenouille, Le Bernardin, The Modern and The Polo Bar, cultural landmarks such as New York's vibrant Theater District, Carnegie Hall and Lincoln Center, and the headquarters of numerous global financial corporations are all within a close radius.





Map Legend

Hudson River  
East River

Lincoln Center

Jean-Georges

Columbus Circle

Central Park

Hermès

Barneys New York  
The Pierre

Marea

Time Warner Center

Petrossian  
New York

The Plaza

Cartier  
Apple

Bergdorf Goodman  
Van Cleef & Arpels

Dior  
Chanel

Fendi

Hearst Corporation

West 57th Street

Carnegie Hall

Bvlgari  
Prada

Tiffany & Co.  
Gucci

East 57th Street

Penguin Random House

Estiatorio  
Milos

Harry Winston  
Henri Bendel

Giorgio Armani  
The Polo Bar

West 55th Street

Ziegfeld  
Theater

The Peninsula  
Manolo Blahnik

The St. Regis  
Valentino

Ed Sullivan Theater

Remi

53W53

MOMA

The Modern

Lever House

West 53rd Street

21 Club

East 53rd Street

West 52nd Street

Le Bernardin

West 51st Street

Radio City  
Music Hall

Hudson River

East River

West 50th Street

Theater District

Top of the Rock  
Magnolia Bakery

Christian Louboutin  
Saks Fifth Avenue

West 49th Street

Rockefeller  
Center

Rainbow Room

West 48th Street

Tenth Avenue

Ninth Avenue

Eighth Avenue

Broadway

Seventh Avenue

Sixth Avenue

Fifth Avenue

Madison Avenue

Park Avenue

Lexington Avenue

Third Avenue



Premier shopping destinations flank nearby Fifth Avenue

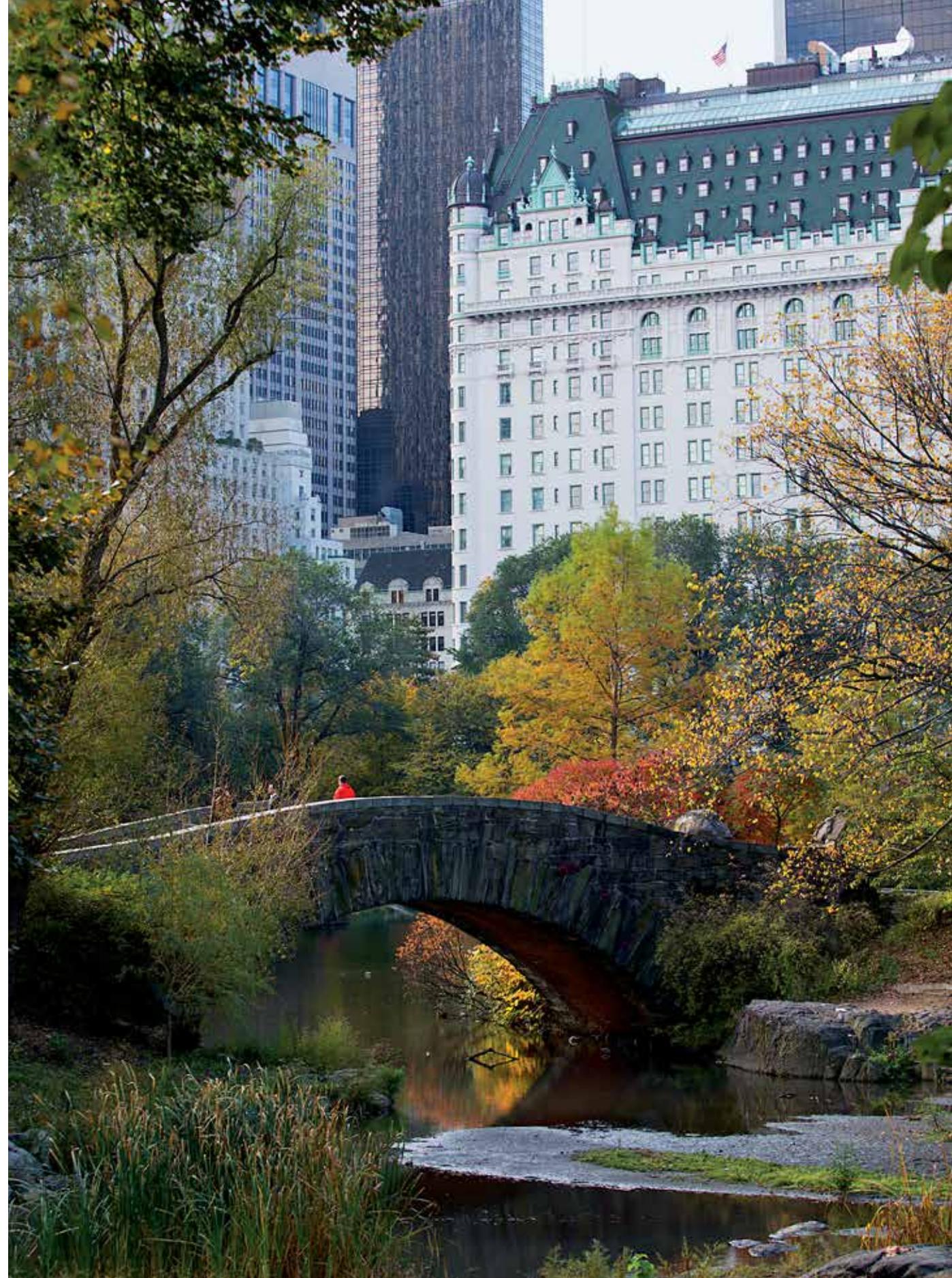


53W53 is surrounded by some of the finest dining experiences in Manhattan





—  
Bold architectural views;  
An urban oasis





—  
Central Park



A masterwork of landscape architecture designed by Frederick Law Olmstead and Calvert Vaux in 1858, Central Park remains a prized jewel of open green space in the heart of Manhattan. The park and its 843 acres of wooded paths, broad lawns, fountains, lakes and ponds lie just a few blocks north of 53W53.





—  
North view from Penthouse 78



*Ateliers*  
*Jean Nouvel*

“

This is a  
very modern  
building, a  
testimony to  
its epoch.

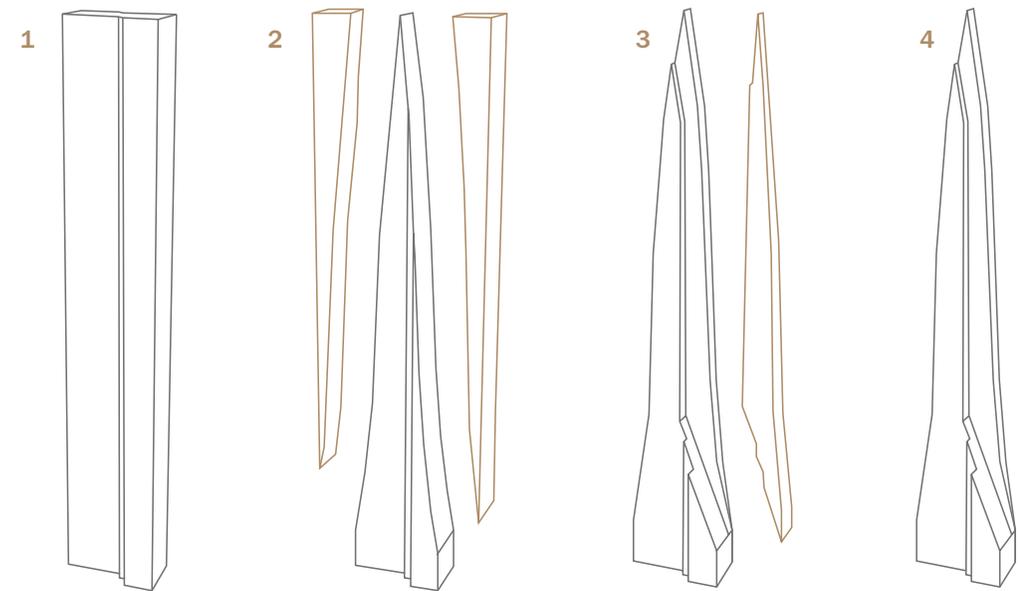
”

—Jean Nouvel

# Nouvel's inventive interpretation of New York's rigorous zoning ordinances yielded a distinctive tower with a tapered silhouette of gently angled surfaces.

Each of 53W53's interconnected segments slopes in response to the height and setback limits governing that portion of the building site, as if carved from an imaginary extrusion of the property's boundaries.

Nouvel rendered the crystalline masses, each of which reaches its pinnacle at a different angle and elevation, in a trio of burnished metallic hues: silver, black, and gold. Nouvel's dynamic solution for this important urban site has created a tower in which every single residence is one of a kind.

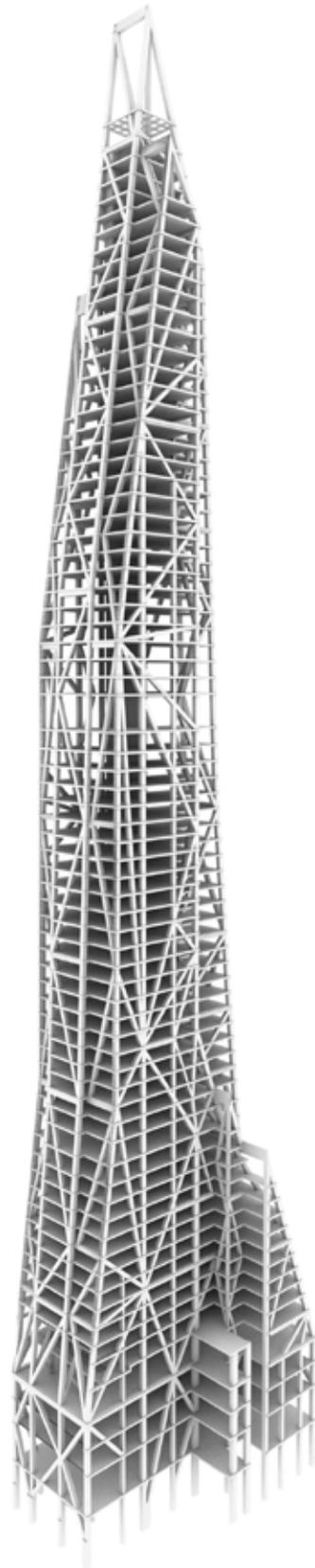


**1**  
The first zoning ordinance prescribes a typical, rectilinear tower.

**2**  
The next zoning ordinance introduces diagonal planes, often resolved through the use of gradual setbacks.

**3**  
A third zoning ordinance removes a final volume, yielding multiple angled planes.

**4**  
The resultant zoning envelope is the conceptual genesis of the tower form.

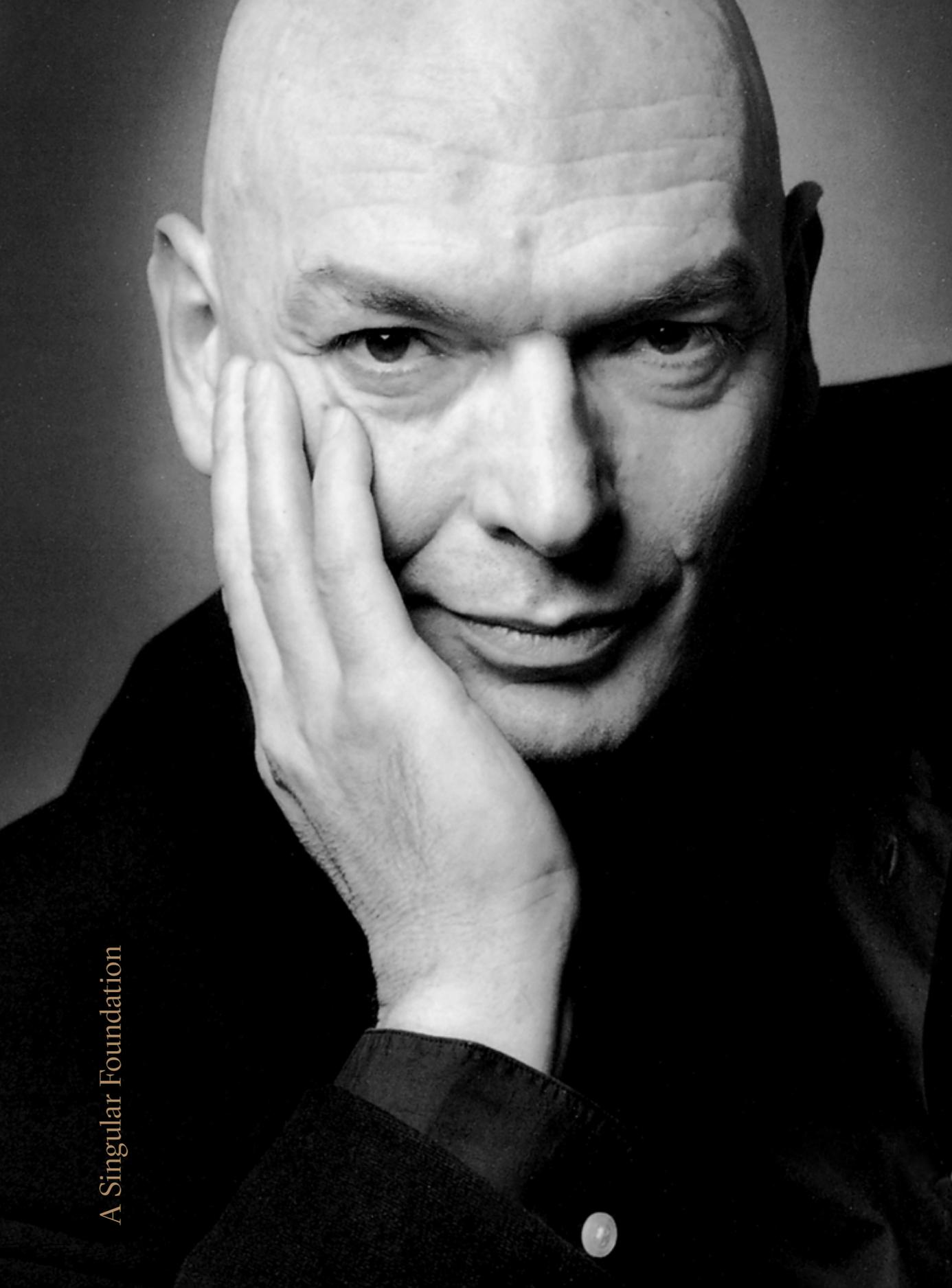


The diagrid, a robust yet visually delicate network of angular concrete elements, is an efficient structural system that responds to and complements the unique geometry of 53W53. It allows each segment of the building to follow its own geometry, and the overall tower to reach great height with a minimum number of interior columns.

The building's multiple tapered surfaces, a product of Nouvel's inspired reading of its urban context, create a unique silhouette that makes the tower both an heir to the classic towers that shaped the New York skyline and a paradigm for the skyscraper of the future. Expressed inside every residence like an abstract sculpture, the diagrid makes Nouvel's bold architecture an integral part of the living experience.

—  
The diagrid adds intricacy to the angled facades of 53W53





Paris-based Jean Nouvel is one of the most acclaimed architects practicing today. His expansive and globally diverse body of work includes museums, concert halls, opera houses, hotels and luxury residences. Among Nouvel's projects are prestigious cultural commissions, including the Louvre Abu Dhabi, Fondation Cartier in Paris and the National Museum of Qatar.

The winner of such distinguished awards as the Pritzker Architecture Prize, Japan's Praemium Imperiale and the Gold Medal of the Royal Institute of British Architects, Nouvel is known for visionary buildings that, like 53W53, are shaped by his insightful reading of both their physical and cultural contexts.

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Jean Nouvel, Pritzker Prize-winning architect of 53W53



—  
National Museum of Qatar, Doha



—  
Musée du Quai Branly, Paris



—  
Above: Fondation Cartier, Paris  
Top: Guthrie Theater, Minneapolis



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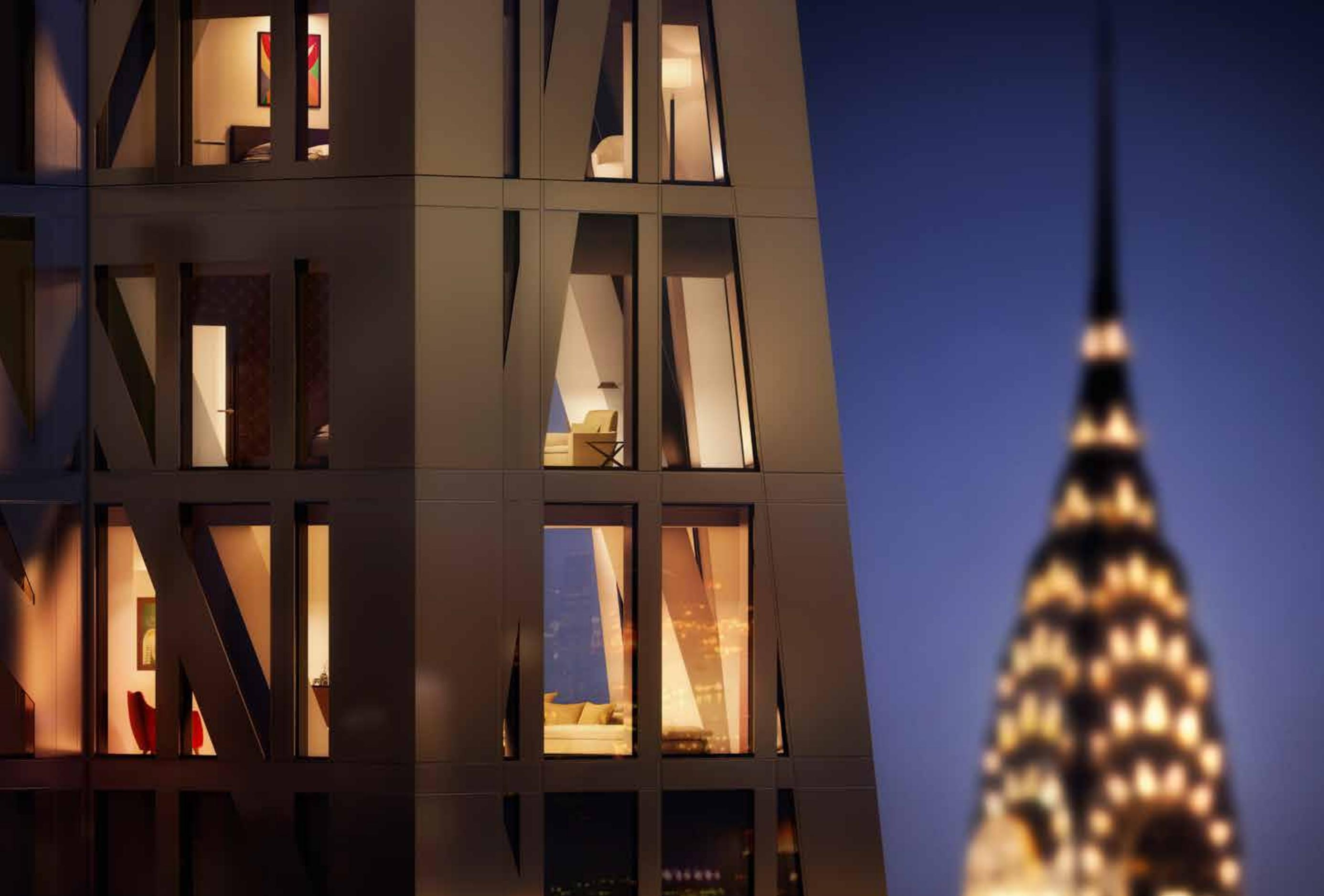
*A new tower designed  
by the architect  
Jean Nouvel for a site  
next to The  
Museum of Modern  
Art in Midtown  
promises to be the  
most exhilarating  
addition to the skyline  
in a generation.*

”

—Nicolai Ouroussoff  
New York Times Architecture Critic 2004–2011



—  
The three pinnacles of the building,  
articulated in gold, black, and silver





# Office of Thierry Despont

“

Every  
apartment has  
been designed  
to enhance and  
respect the  
architecture of  
Jean Nouvel.

”

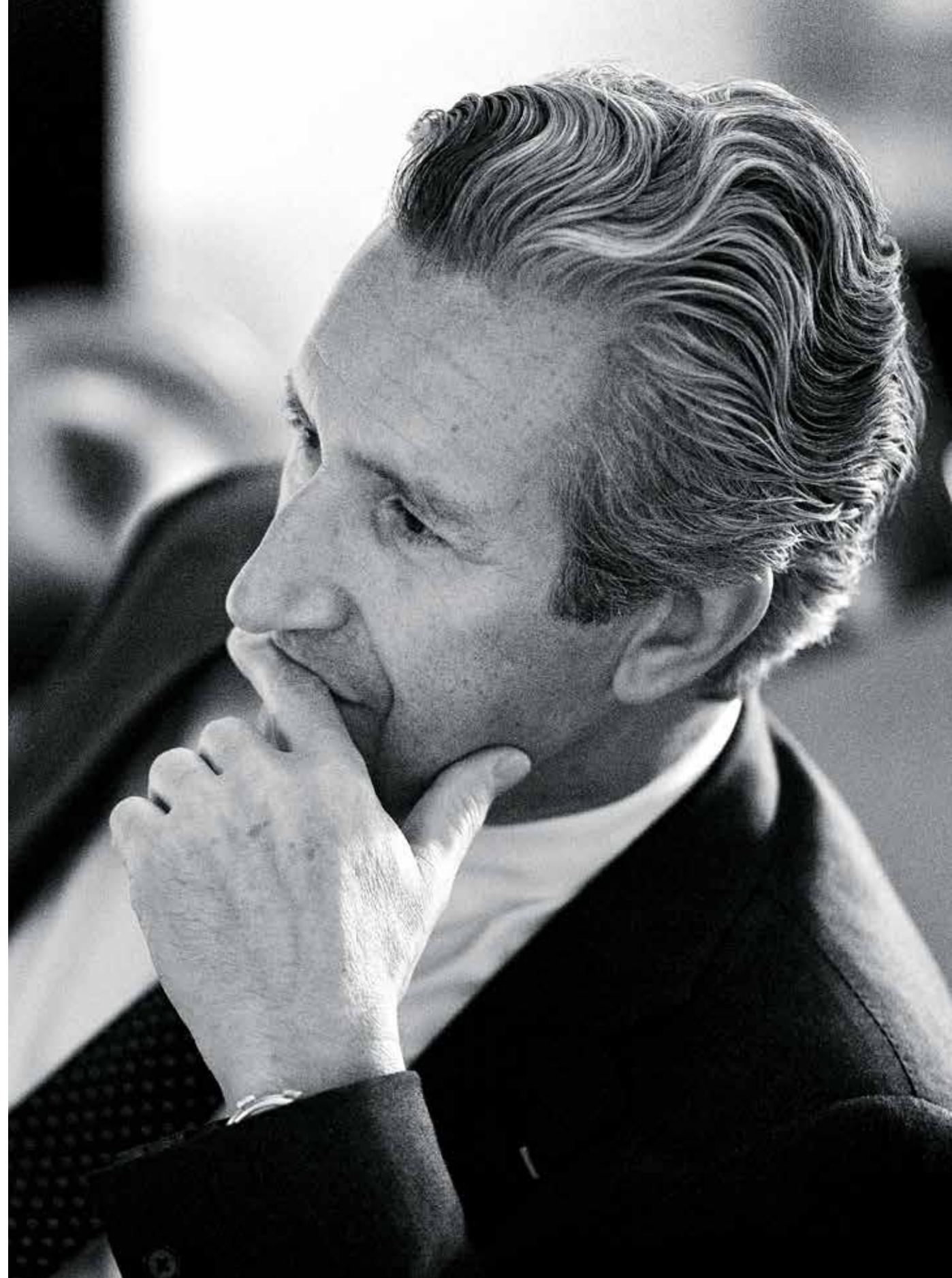
—Thierry Despont



Living Room, Residence 69

# Thierry Despont is the architect of choice for the most discerning residential clients in the world.

The New York-based architect, designer and artist has earned a sterling reputation for sophisticated, exactingly detailed interiors that convey a sense of contemporary elegance. His warm, luxurious style is evident in some of the world's most admired private homes, including opulent penthouses, grand estates and expansive mountain lodges. Despont has also designed the interiors of such legendary hotels as Claridge's, the Hôtel de Crillon, The Peninsula Paris, The Carlyle, 45 Park Lane and the Ritz Paris.





CUT Restaurant, 45 Park Lane, London



—  
Private residence designed  
by Thierry Despont



—  
The Empire Suite at the Carlyle Hotel



Despont's discerning eye has guided every aspect of 53W53's finely tailored interiors. Each of the tower's 145 residences, which range from one-bedroom homes to duplex penthouses with private elevators, and full-floor dwellings, is imbued with the gracious proportions and attention to detail evident in all of Despont's private home commissions. The architect's expert touch comprises lighting designs and fully bespoke kitchens and bathrooms, as well as elegantly crafted furniture-grade mahogany doors with custom designed bronze hardware inspired by the tower's distinctive silhouette.



Living Room, Residence 55B



Kitchen, Penthouse 75



Master Bath



Living Room, Penthouse 78



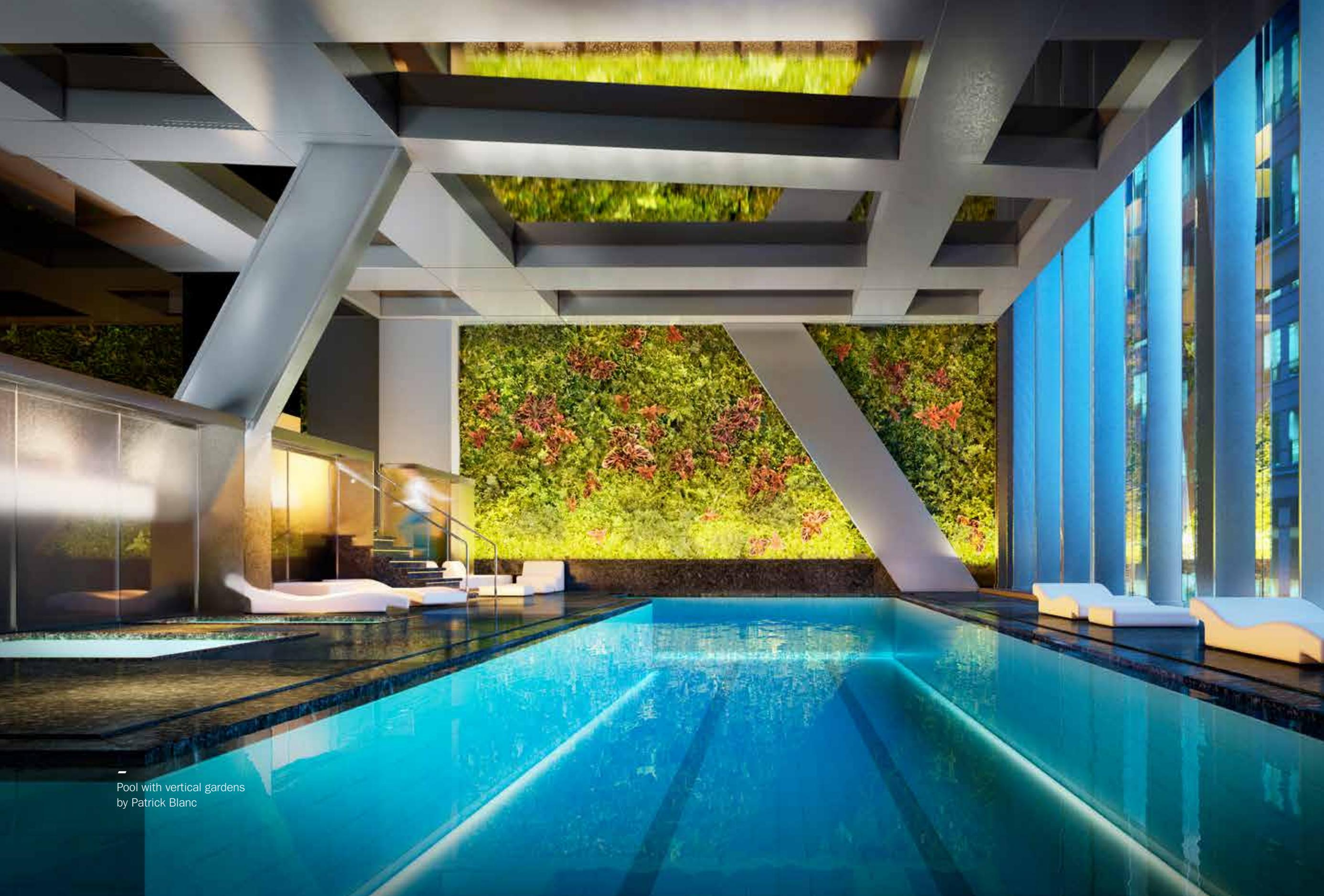
# Services & Amenities

“

Perhaps as  
great as the  
architecture is the  
range of services  
and amenities  
that will be  
the hallmark  
of 53W53.

”

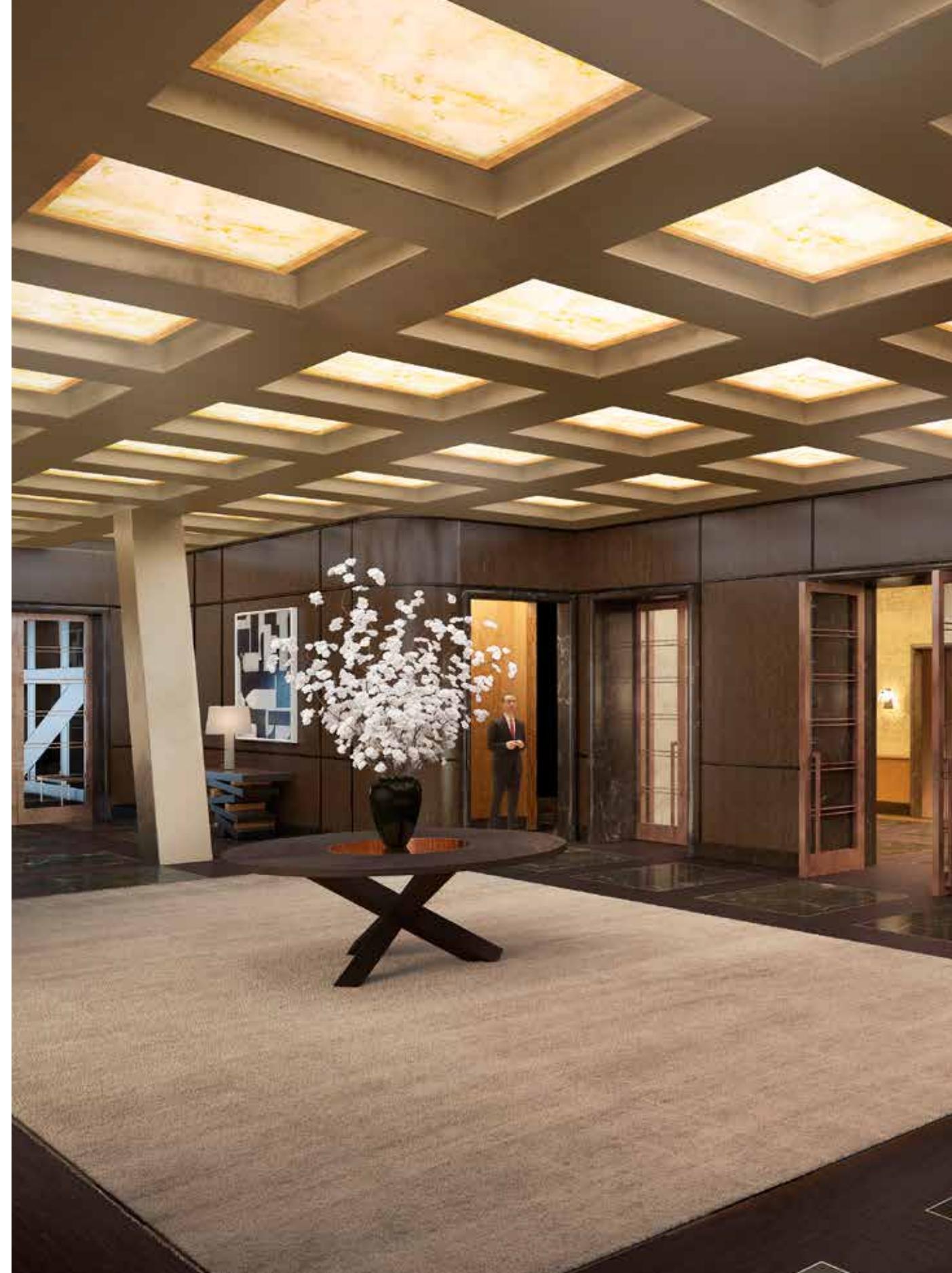
—Gerald D. Hines

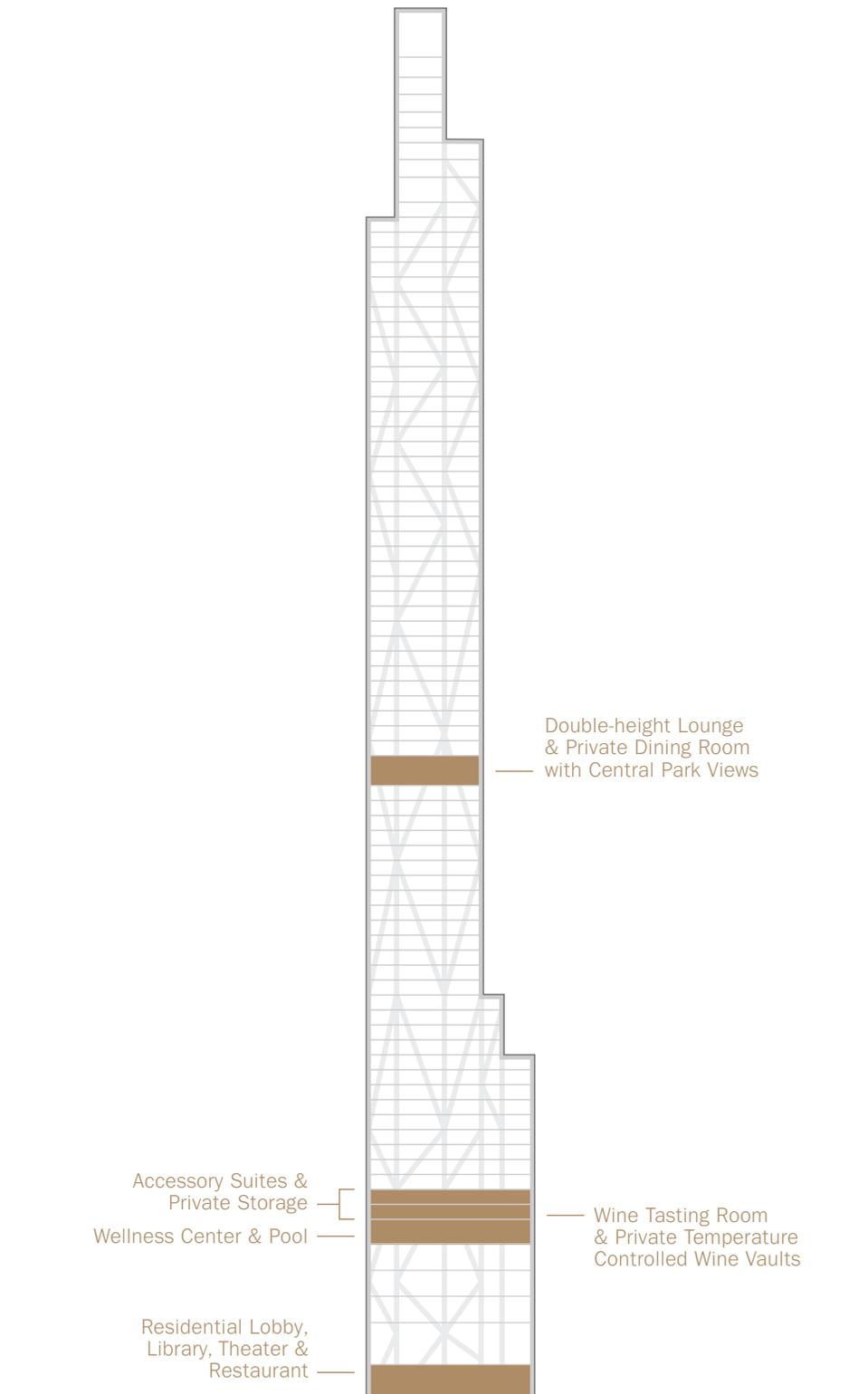


Pool with vertical gardens  
by Patrick Blanc

# Extensive in-house amenities, staff and services elevate the living experience at 53W53 to that of a super-luxury hotel.

The building's 24-hour staffed lobby, designed by Despont in an understated palette of oak, marble, alabaster, bronze and gold leaf, respectfully interprets the bold geometry of Nouvel's architecture. Formal entrances from both 53rd and 54th Streets provide discreet, convenient and secure access to and from the building.





## Building Services

- 24-hour concierge
- 24-hour porter service
- 24-hour doormen at both 53rd Street and 54th Street entrances
- Elevator starter
- Private service and delivery entrance with dedicated staff and two service elevators
- Live-in resident manager
- Pantry-stocking service\*
- Housekeeping/maid service\*
- Dry cleaning and laundry service\*
- Floral delivery and care\*
- Pet walking and grooming\*
- Technology consultant to assist with computers and international phone set-up\*
- Curbside valet parking\*
- In-building restaurant with priority reservations for residents and catering services\*
- In-residence dining and catering from in-building restaurant\*

## Amenities

- Benefactor W53 membership at MoMA
- Private formal dining room and lounge with Central Park views
- Wellness Center managed by The Wright Fit, including sauna and steam rooms and massage treatment room
- 65-foot lap pool, cold-plunge pool and hot tub
- Poolside “vertical gardens” by noted French landscape designer Patrick Blanc
- International-specification squash court
- Golf simulator
- 16-seat theater
- Lobby library with fireplace
- Children’s playroom
- Wine tasting room
- Private, temperature-controlled wine vaults\*
- Private resident storage and bicycle storage\*
- Studio and one bedroom accessory suites\*
- Large-load laundry room

\*Available for an additional fee



—  
Lobby Library

The design integrity of 53W53 extends to the details: superior technical elements ensure an unparalleled residential experience.

Triple-glazed, floor-to-ceiling low-iron glass with high-performance (low-e) coating to minimize exterior noise and maximize thermal comfort

Robust horizontal and vertical soundproofing between residences for greater acoustic privacy

Windows cleaned by exterior building system

All windows fitted with motorized solar shades, with additional blackout shades in bedrooms

Four-pipe central chiller HVAC system for maximum year-round flexibility in heating and cooling

Individual thermostatic controls for primary rooms

Fresh-air supply system to each residence

Outdoor-venting kitchen hoods and dryers

Custom interior LED lighting designs by The Office of Thierry Despont

Video and data wiring throughout residences, including wall and floor outlets, cable and fiber-optic data-entry points

Emergency generator serving building base functions, with 20-amp outlet in each residence

Four high-speed passenger elevators

Kroll International consulted extensively on security systems and building operations, including cameras in elevators, lobbies and common corridors, as well as monitoring of sensitive doors

Dual building-access card systems for residents and service providers, with controlled access in all elevator cars



The 53W53 team brings together top-tier global financial and real estate development firms that share a longstanding commitment to collaborating with the world's leading architects.

—  
Nouvel's design was selected by the development team for its originality and artistic integrity



## Hines

Hines is a privately owned international real estate investment, development and management firm with offices in 21 cities in 19 countries. Founded in 1957, Hines has completed more than 740 distinguished developments with another 115 currently underway globally. Founder Gerald D. Hines pioneered the now-established practice of creating signature architectural works, collaborating with such noted architects as Philip Johnson, Cesar Pelli, Robert A.M. Stern, Richard Meier and Frank Gehry. Hines has been an active participant in New York's built environment since the late 1970s, having built such notable projects as Philip Johnson's iconic "Lipstick Building" on East 53rd Street, Jean Nouvel's 40 Mercer residences in SoHo and One Jackson Square in Greenwich Village, designed by Kohn Pederson Fox.

## Pontiac Land Group

Pontiac Land Group is a Singapore-based luxury real estate development company with more than a half-century of experience in commercial, residential, hospitality, retail and medical developments. The group has collaborated with numerous internationally renowned architects, including six Pritzker Prize-winning firms, and emphasizes comprehensive art programs in all of its projects. Pontiac Land Group's portfolio includes luxury hotels in Singapore (The Ritz-Carlton Millenia, Capella, Conrad Centennial and Regent); commercial skyscrapers (Millenia and Centennial towers); luxury residences (Ardmore Residence, HANA and The Colonnade); the Millenia Walk shopping mall; and Camden Medical Centre, an exclusive healthcare facility. Among the artists represented in the group's properties are Roy Lichtenstein, Frank Stella, James Rosenquist, Yayoi Kusama and Zhui Wei. 53W53 is Pontiac Land Group's premier investment in the United States.

## Goldman Sachs

The Goldman Sachs Group is a leading global investment banking, securities and investment management firm. The company provides a range of services to corporations, financial institutions, governments and high-net-worth individuals. The Real Estate Principal Investment Area (REPIA), the primary real estate investing group within Goldman Sachs' Merchant Banking Division, invests directly and indirectly in real estate assets. REPIA is one of the largest real estate fund managers globally, having invested approximately \$41 billion across more than 700 projects. REPIA currently has approximately \$25 billion in assets under management, diversified geographically and among product types. Goldman Sachs has been a key investor and participant in many notable Manhattan residential properties including Robert A.M. Stern's iconic 15 Central Park West and TriBeCa's 56 Leonard, designed by Herzog and de Meuron.

## Credits

Ateliers Jean Nouvel  
Office of Thierry Despont  
Adamson Associates  
Architects  
SLCE Architects  
WSP Building Structures  
WSP Building Systems  
Patrick Blanc  
The Wright Fit  
Kroll International Security  
Corcoran Sunshine  
Marketing Group  
Design by  
Pentagram  
Text by  
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