

**Forbes**

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**First Look At Rose Hill, An Art Deco Jewel Inspired By  
Rockefeller Center**



*Designed by CetraRuddy, Rose Hill boasts an Art Deco bronze-toned façade. COURTESY OF ROCKEFELLER GROUP*

Rockefeller Center is a masterpiece Art Deco complex, constructed during the Great Depression—a symbol of America’s perseverance. Rose Hill is an inspired Art Deco condominium currently under construction in Manhattan during a period of economic prosperity. May their legacies be intertwined, if developer Rockefeller Group has its way.



*Rose Hill is a 45-story skyscraper rising 600 feet above the NoMad district of Manhattan. COURTESY OF ROCKEFELLER GROUP*

Rockefeller Group was founded more than 90 years ago to develop Rockefeller Center, the 22-acre complex comprising 14 Art Deco buildings, including landmarks Radio City Music Hall and 30 Rockefeller Plaza (“30 Rock”), the home of *Saturday Night Live*. Now, the developer returns to its 20th century roots, crowning a new 30 Rock-inspired architectural jewel in New York City—gifting Manhattan’s skyline for another century.



*Rose Hill’s Art Deco bronze façade is inspired by Rockefeller Center. COURTESY OF ROCKEFELLER GROUP*

“We are so excited to unveil Rose Hill and feel now is the right time and the right place for residences with this kind of authentic New York attitude and architectural distinction,” says Meg Brod, Rockefeller Group senior vice president. “Rose Hill is our return to our roots, to Manhattan, where we’re developing a project that can represent our legacy and stand the test of time, while benefiting from the enduring appeal of NoMad.”



*Art Deco detailing amid private outdoor spaces. COURTESY OF ROCKEFELLER GROUP*

When completed, Rose Hill will rise 45 stories above the NoMad district, blocks north of Madison Square Park—a former military parade ground near where some believe American-style baseball originated in the 1840s (sorry Cooperstown and Hoboken).



*Rose Hill will offer 123 apartments, priced from nearly \$1.2 million and up. COURTESY OF ROCKEFELLER GROUP*

Like Rockefeller Center, Rose Hill boldly embraces its Art Deco DNA. Designed by architecture firm CetraRuddy, the building's ornamental bronze-toned façade, intricate detailing and large glass windows will beautify a historic neighborhood that was once part of the 130-acre Rose Hill Farm estate. As an homage to classic New York skyscrapers, decorative lighting will illuminate Rose Hill's base and crown, showcasing the tower's distinctive articulation as a brilliant skyline gem.



*Kitchens feature Italian-made dark charcoal cabinets and marble countertops. COURTESY OF ROCKEFELLER GROUP*

Though rooted in yesteryear, the soaring 600-foot-tall luxury high rise will appeal to the future—to the next generation of Manhattan homeowners—as a modern, “urban resort” with 123 residences, private outdoor areas, in-home flex spaces and club-style amenities designed around active lifestyles and social engagement.



*Stylish Rose Hill main lobby. COURTESY OF ROCKEFELLER GROUP*

Rose Hill residences are designed for contemporary urban living. Via texturized sliding glass doors, flex room homes allow some residents to personalize specific spaces based on their changing needs (be it a nursery, study or library). Some ceilings soar beyond 13 feet, framing the dramatic Manhattan skyline.



*Private resident dining room with dramatic skyline views. COURTESY OF ROCKEFELLER GROUP*

Interiors are infused with subtle Art Deco accents—bronze-finished hardware and rusticated hardwood floors. Kitchens boast Miele appliances, Italian-made ultra-matte dark charcoal cabinets with metal-framed glass upper cabinets, and Calacatta Razzi marble countertops.



*Indoor-outdoor entertaining spaces include this game room. COURTESY OF ROCKEFELLER GROUP*

Spa-inspired master bathrooms include Greek Dolomite stonewalls, Breccia Capraia accent shower walls, dark marble radiant-heated floors, walnut and bronze vanities, marble countertops, aged brass fixtures and large soaking tubs in penthouse residences.



*The Blue Room, an exclusive lobby bar overlooking a courtyard garden. COURTESY OF ROCKEFELLER GROUP*

Public area amenities will include: a 37th floor penthouse-view residents' club; indoor-outdoor entertaining spaces; an observatory, library, private dining room; and an exclusive lobby bar called The Blue Room, with its chic private lounge and 8-foot-high fireplace with a bronze-finished ornamental screen. There's also a Strand Books curated library and landscaped garden courtyard.



*Resident lounge with fireplace. COURTESY OF ROCKEFELLER GROUP*

Health and wellness options will include: a 50-foot indoor pool, professional grade squash court (by SquashRX), dry heat wellness sauna, pet salon, a fitness center curated by FHITTING ROOM, and Sid's Bikes cycling shop.

Rose Hill just launched apartment sales for studios to four-bedroom apartments, starting from nearly \$1.2 million, courtesy of CORE. With construction underway, closings are scheduled for fall 2020.