

May 26, 2019

## **Rockefeller Group's First Luxe Residential Tower in NYC, Rose Hill, Officially Launches Sales**



Rockefeller Group has launched sales at Rose Hill in NoMaD, the firm's first ever residential tower in New York City. Rockefeller Group was formed to develop and build Rockefeller Center over 90 years ago and has since been a leading, large scale urban developer. The 45-story Rose Hill, currently under construction at 30 East 29th Street, is unlike any other new residential building in New York, boldly embracing its proud Art Deco DNA while creating a modern and younger new genre of luxury apartment buildings: one with in-home flex spaces, urban resort amenities and exciting collaborations.

The name Rose Hill is a nod to the location of the building in the most historic section of NoMad, once part of the 130-acre Rose Hill Farm estate. The tower was designed inside and out by CetraRuddy, the award-winning New York-based architecture and design firm behind some of the most successful and well-received residential buildings that blend modern design with historical elements. Rose Hill draws a direct connection back to Rockefeller Center with its heavy Art Deco influence of the 20th century. Rising over 600' in height and clad in an ornamental bronze façade, the contemporary design, although rooted in the past, speaks to today's modern New Yorker.

Rose Hill features 123 residences from studios to 4-bedrooms, many with private outdoor space. Layouts include a selection of very unique floor plans tailored for a whole new generation of homebuyers, many with unique and inventive flex room spaces that can be customized based on the resident's needs, and altered as their needs change.

The building also features a vast selection of amenities including a comprehensive health and wellness club with multiple unique and one-of-a-kind sponsorship partners such as FHITTING ROOM, Squash RX and Sid's Bikes; a 37th floor private residents' club including penthouse-like views, an observatory, library, private dining room and various indoor and outdoor entertaining spaces; an exclusive lobby bar dubbed The Blue Room, which encompasses a lounge and fireplace clad with a bronze finished ornamental screen, plus much more.

Sales and marketing are being exclusively overseen by CORE NYC with pricing starting from \$1.195 million.



