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Sales get underway at Printing House

By REW Staff

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Homes are priced from \$1.5 to \$7 million.

Sales are underway at the Printing House, a one-time industrial property at 421 Hudson Street that has anchored the West Village for over a century.

Sixty of the building's loft-style condominiums are being offered for sale at prices ranging from \$1.5 million to \$7 million.

"The strength and scale of the original building with its distinctive Italian Renaissance palazzo-style façade has been infused with a rustic modernism that respects and enhances its history," said Andrew Kotchen, founder and principal of workshop/apd, the building's master designer.

"We're thrilled to have had a key role in re-imagining the residences into 21st century homes for a new generation of buyers."

The 1910 building that sits on land deeded to Trinity Church by Queen Anne of England was dedicated to the printing trades.

Originally converted to a residential loft rental building in 1979 and then converted to condominiums in 1987, the original offering consisted of primarily one- and two-bedroom duplex apartments. Workshop/apd was retained to "holistically re-design" all unsold residences, lobby and common areas.

Approximately 100 of the original homes have been re-imagined to create the 60 one-, two-, three-, and four-bedrooms now for sale.

Developer and principal Myles Horn said, "My partners and I are committed to developing an extraordinary building with beautifully designed interiors. We are transforming what was once an industrial property – a signature of the West Village for over 100 years – into a new era of luxury living."

Apartments have double-height living rooms and 11 ft. windows. Overlooking each living room is a second level that offers a flexible living environment.

Kitchens are open plan and tailored to the specific layout of each residence. Newly constructed townhouses and maisonettes will be accessed through the block-long private mews with a landscaped garden by Gunn Landscape Architecture.

Tricia Hayes Cole at Corcoran Sunshine Marketing Group is leading the sales and marketing effort.