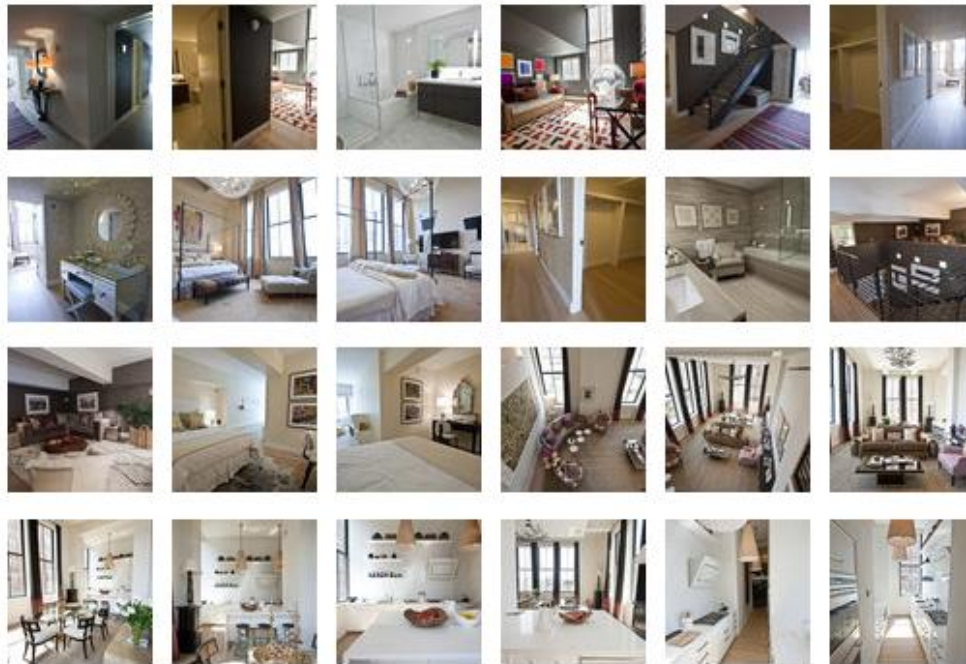


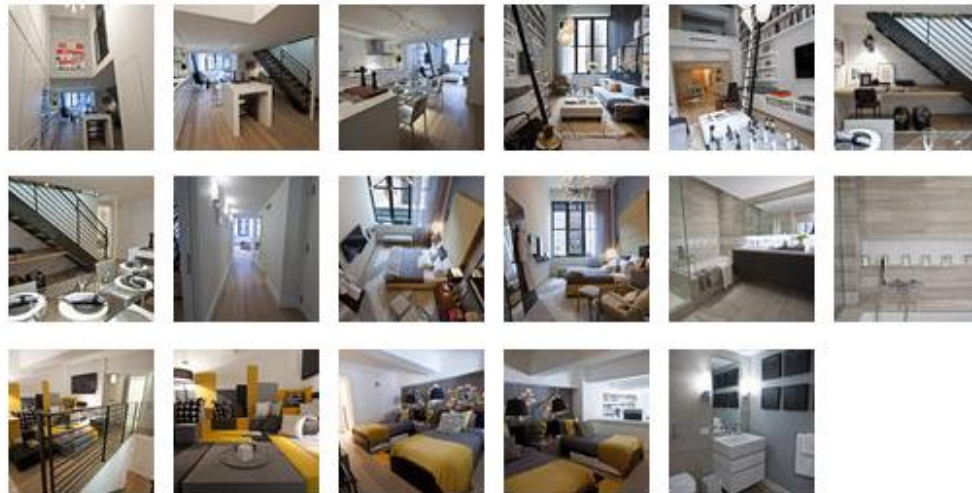
Touring 4 Lofts at the West Village's New-Old Printing House

Tuesday, April 23, 2013, by Hana R. Alberts

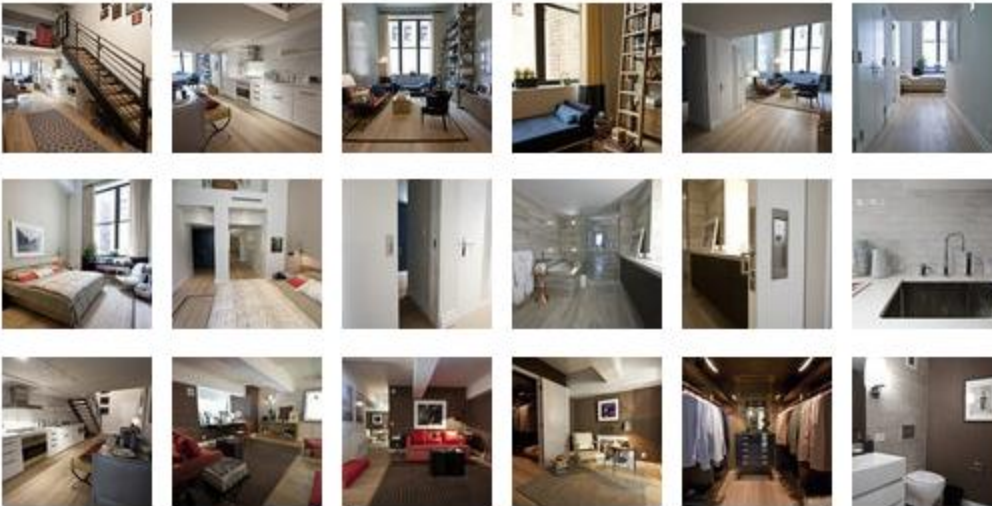


After much anticipation, the **Printing House** finally [launched sales](#) of 60 new units last month, after a massive transformation that converted 100 older condos into one- through four-bedroom loft residences defined by high ceilings, open kitchens, and lots *and lots* of light and storage. Practically every new unit in the 1910-built former printing factory has a unique floorplan, but we toured four representative units, each of which was kitted out by a different interior designer. While these are not for sale, [available units](#) fall into the **\$2-\$4.5 million** range, with some apartments costing as much as \$7.5 million.

That's the ballpark for #310, by far the biggest and the most stunning residence we saw (pictured in the gallery above). It's a 3,000-square-foot **3BR/3.5BA corner unit** with enormous windows illuminating a purple-hued living room decor and a clean white kitchen with an oversized chalkboard for grocery lists. Designed by husband-and-wife team Carrier and Company, the loft is chock-full of statement-making art, playful touches like **a chair that hangs from the ceiling like a swing** alongside bookshelf-themed wallpaper, and a master bathroom large enough to fit an armchair.



Onto #318, where the whole conversion's master architect/designer Andrew Kotchen of workshop/apd had his way with this 2BR/2BA apartment of 1,697 square feet. After passing through the kitchen with the loft overhead—arranged into a colorful, fun kids' bedroom and playroom—and a hallway to the bedroom off to the right, you enter a (no surprises here) high-ceilinged living space. The **floor-to-ceiling bookshelves**, complete with a bench for reading and an attractive ladder to reach the high shelves, make the most of the space. Meanwhile, a chess-set coffee table and inventive lighting fixtures jive with the kid-friendly spaces upstairs.



[All photos by Will Femia.]

Another 1,600-square-foot apartment with drool-worthy living-room bookshelves, #320 was the purview of Tim Campbell in partnership with online design marketplace Dering Hall. Throughout its two bedrooms and two-and-a-half baths, the art and furniture choices reflect Campbell's wanderlust and propensity to **collect pieces while traveling**. Streamlined and woody, with navy and red accents, are good descriptors for the downstairs rooms; meanwhile, an upstairs den full of eclectic tchotchkes with a generously-sized walk-in closet and bathroom nearby could be converted to another bedroom.



The smallest but by no means the least interesting, a 1BR/2BA down the hall (#305) has the same airy feel despite its (still sizable) 947 square feet. Designed by Rafael de Cardenas of Architecture at Large, the downstairs houses an adjacent open kitchen and living room in shades of green, while the simple bedroom is upstairs—with ceilings plenty high enough for even the tallest inhabitant.

- [Official site: The Printing House \[printinghousewestvillage.com\]](http://printinghousewestvillage.com)
- [Printing House Condo Conversion Finally Hits The Market \[Curbed\]](#)
- [Printing House coverage \[Curbed\]](#)