

The New York Times Magazine

April 7, 2013

SPRING PREVIEW

The Ritz-Carlton Residences, Singer Island, Palm Beach in Florida

As luxury real estate sales continue to rise this spring, the world's most coveted properties offer an intriguing investment opportunity for a newly emboldened generation of real estate investors and home buyers.

The Printing House

Built in 1911, The Printing House has recently undergone a sophisticated redesign that merges the building's iconic industrial spirit with the vitality of its West Village neighborhood. This one-time industrial property was originally converted to a residential loft rental building in 1979, on a then-rather-undeveloped Hudson Street, and then converted to condominiums in 1987.

In the building's newest rustic modernist renovation, approximately 100 of the original homes, and all common areas, have been meticulously reimagined to create 60 one-, two-, three- and four-bedroom duplex residences. Ranging from roughly \$1.5 million to \$7 million, and from approximately 900 square feet to more than 3,000, each of the newly converted residences has a dramatic double-height living room and 11-foot-tall windows. Overlooking each living room is a second level that creates a flexible living environment. Open-plan kitchens are a central focus of most homes,

and every residence is wired to support the latest technologies. They are all equipped with Nest thermostat technology that learns and adjusts automatically according to usage patterns.

The overall reimagining includes a full redesign of the block-long 25-foot-wide private mews that stretches from Leroy to Clarkson Streets. The Printing House also offers five residences of two to four-plus bedrooms with private entrances within the mews. According to Tricia Hayes Cole, executive managing director at Corcoran Sunshine Marketing Group, "The redesign of The Printing House is an extraordinary accomplishment. Workshop/apd [the architectural design firm behind the renovation] has transformed a very unique building with nearly a century of industrial heritage into a new era of luxury living."

Corcoran Sunshine Marketing Group is the exclusive marketing and sales agency for The Printing House. For more information on the building, call (212) 675-0421, or visit printinghousewestvillage.com.



The Printing House at 421 Hudson Street, New York, N.Y.
Photo: Pieter Estersohn