



FORGET the Top of the Rock. You can have a view of NYC just as ridiculously awesome from a much more acrophobic-friendly height at the Walker Tower condo conversion, where units range from **\$4.2 MILLION** to **\$55 MILLION**. The 24-story fun-size Chelsea skyscraper — located at 212 W. 18th St. — is the 1929 Art Deco brick-y brainchild of architect Ralph Walker. Because this building was built in 1929, before pesky zoning regulations kicked in, the tower's able to stick way, way out above its poor, overshadowed neighbors below. The result: fab views for denizens of each and every one of its 50 condos. To the north, the colorful Empire State Building and the rest of Midtown. To the south, the spankin'-new One World Trade Center. Some get one or the other, others get both. Walker makes sure there's more than enough view to go around. **Contact:** 212-335-1800

ALEXA

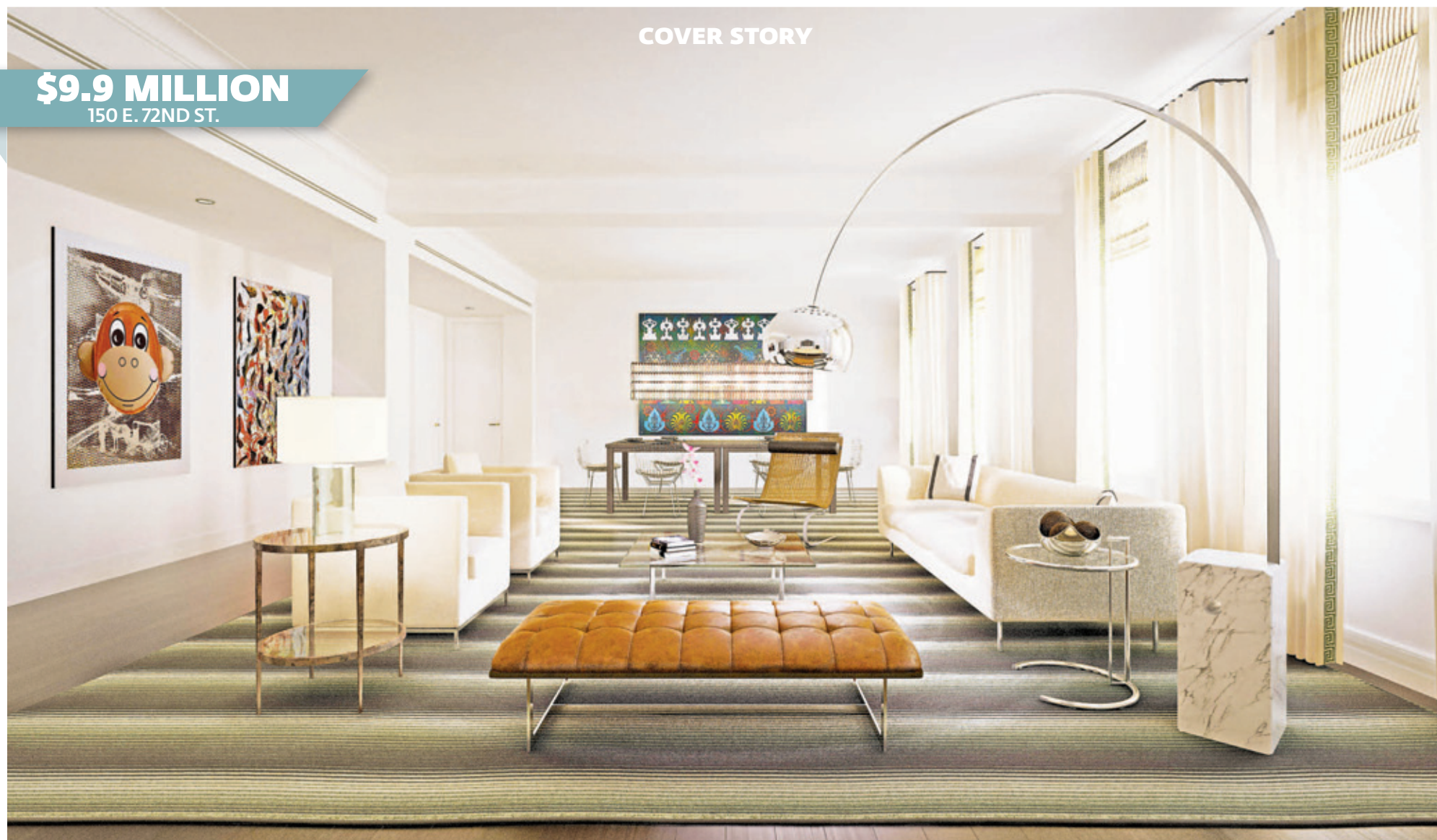
LUXE LIVING
The elite real estate pullout from the **NEW YORK POST**

The New York Post, founded 1801 by Alexander Hamilton

February 27, 2013

COVER STORY

\$9.9 MILLION
150 E. 72ND ST.



The 21 units at Harry Macklowe's Upper East Side new development are large (this four-bedroom condo runs 3,543 square feet) and feature private elevator landings, spacious living and dining rooms and ample amenities.

RISING IN THE EAST

NEW CONDOS ARE COMING TO THE UPPER EAST SIDE, AND PRICES HAVE NEVER BEEN HIGHER

By **MAX GROSS**

LONG before the first piece of limestone was laid for Rosario Candela's 740 Park Ave., in 1929, it seemed as if the words "Social Register" were carved on every door on the Upper East Side.

The grand apartment buildings of Fifth, Madison and Park avenues were large, expensive and protected by the most coldblooded of co-op boards. (If you didn't like it, you could always try Central Park West.) Newcomers were not exactly

greeted with open arms. At least this used to be the case. "There's a new development resurgence, and it's very exciting," says Kelly Mack, president of Corcoran Sunshine, which is marketing the Mark, a condo-hotel building that features a \$60 million penthouse and has seen traffic increase fivefold over the past six months.

"What we're seeing is that the most anticipated and coveted new development locations in town [are on the Upper East Side] — and it's a new type of property. These buildings have grand designs but amenities of new

developments. For the first time in a very long time, these buyers have new options west of Third."

According to Mack, new-development sales are up 34 percent on the Upper East Side, compared to 24 percent in co-ops and 15 percent in resale condos. And real estate industry titans — names like Macklowe, Barnett and Zeckendorf — have begun snatching up any available land above East 59th Street.

"A condo is so appealing — you don't have to deal with a board, it appeals to a

EAST continued on Page 10



The windowed eat-in kitchens at 150 E. 72nd St. come with stainless-steel Miele appliances and spacious pantries.

LUXE TASTE

It's real and it's spec-tacular

IF HAMPTONS ACE MICHAEL DAVIS BUILDS IT, THEY WILL COME

By **KATHERINE DYKSTRA**

IPREFER not to call them spec houses, but custom houses without owners," says Michael Davis, founder of Michael Davis Design and Construction, a firm that does much of its work in the Hamptons.

Though 90 percent of his projects consist of custom houses "of the highest scale," Davis builds one spec house,

or rather, custom house without an owner, a year.

In January, he put the finishing touches on his latest, 79 Parsonage Lane, which sits on a rare 4-acre lot in Sagaponack. The 8,409-square-foot shingle-style mansion has nine bedrooms, 10 full bathrooms, three half-bathrooms, an elevator and a kitchen that opens to a family room and

HAMPTONS continued on page 14



Michael Davis is developing the Hamptons one dream home at a time. **PHOTO BY** GORDON M. GRANT; **PROP STYLIST:** SYBILLE VAN KEMPEN/LOAVES & FISHES.

luxe listings



\$29 MILLION
150 COLUMBUS AVE.

Wearing sunglasses indoors never felt so right! That great wall of glass giving the living room a light bath is the centerpiece of this 5,500-square-foot, five-bedroom, 6½-bathroom penthouse. Other spots to soak up the rays: the setback terrace, the "loggia," the den/sunroom. Enjoy. Agents: **Deborah Grubman** and **David Dubin**, **The Corcoran Group**, 212-836-1055 and 212-605-9287

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luxe listings

BY
CHRIS
BUNTING

WHETHER you enter this six-story, 11,400-square-foot townhouse's garden level through the bronze front doors or the garage, there's a marble-floored foyer with Corinthian columns and a library that screams erudition. Next, it's up, via elevator or stairs, to floor two, a.k.a, the parlor floor. Out with the marble, in with the Brazilian herringbone flooring that leads you to a custom kitchen. Master suite? That'd be on floor three, and in it is a Duravit soaking tub, his-and-hers dressing rooms and more marble. Floor four is bathroom central:

two bedrooms each with en-suite bathrooms and another bathroom hiding in the multipurpose room. The fifth floor is where your id will shack up: There's a 10-seat movie theater, a wet bar and a billiards and cigar room, plus another marble bath to remind you of your manners. All it needs is a Jacuzzi — oh wait, there's one in the basement! Cap it all off with the roof-deck level, where you can enjoy skyline views and grill steaks while standing on top of it all. **Agents: Leighton Candler and Pamela Marcus, The Corcoran Group, 212-937-6677 and 212-508-7168**



\$22 MILLION
232 E. 63RD ST.

\$13.445 MILLION
845 UN PLAZA



WANNA get mixed up in a high-stakes game of world diplomacy and international intrigue? Trump World Tower is where elite living meets the global stage at 845 UN Plaza. Inside this spread, overlooking the UN's wheelings and dealings across the street, you get a combined two floors, with ceilings no less than a dozen feet high, six bedrooms and eight marble bathrooms in its 5,600 square feet. Of course, Trump being Trump, the building itself is no schlub: a private health spa, a 60-foot indoor pool, an on-site Megu serving up some fine Japanese, a private wine cellar. Basically, you'll lose all use for the outside world. **Agent: Debra Stotts, Town Residential, 646-300-6052**

ABSOLUTELY ONE OF A KIND," the listing boasts. "There is no other property like this in New York City." "You cannot replicate it." OK ... but is it unique? This Upper West Side artist's loft-turned-three-bedroom (with an option for four) has lots of self-imposed hype to live up to, so here's what makes these co-op digs so dang special: a double-height living room (an erstwhile sculpting studio); floor-to-ceiling windows with a view of the Museum of Natural History; a 400-year-old Iberian fireplace (you know how cold it gets in Portugal, brrrr); and "light-infused" spaces "ideal to showcase ... Picasso and Dalí ... Andy Warhol and Damien Hirst." Hey, you just shelled out more than 17 million clams, hang up a Dilbert calendar if you so desire. He's one of a kind, too. **Agent: Monica Luque, Douglas Elliman, 212-712-6089**



\$17.5 MILLION
44 W. 77TH ST.

PHOTO BY EVAN JOSEPH.

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\$4.75 MILLION
60 BROADWAY, WILLIAMSBURG



PHOTO BY MATTVACCA

DOES it get any more hipster than living in a “loft-like” penthouse? Perched atop Williamsburg’s Gretch Building, the 3,200-square-foot pad has a wet bar, walls (plural) of glass and an irrigation system-equipped wraparound terrace. Then there’s the Australian jarrah wood floors (ooh, stripey), marble bathrooms, high ceilings and a no-joke security system. Yet, it has one thing no equivalent outside-Williamsburg penthouse can claim, just in case you doubt its street cred: proximity to Peter Luger and Dressler. **Agents: Pablo Cuevas and Michal Kuras, Douglas Elliman, 718-486-4492 and 718-486-4401**

WHAT a brick tease! This 5,500-square-foot brownstone has been in existence since 1888 — 125 years ago — but never put on the market. That is ... until now. The very definition of wealthy modesty, you now can have your six bedrooms, 4½ bathrooms, butler’s pantry, garden-opening-upon kitchen, library, fancy woodwork as far as the eye can see and his-and-hers sinks (in cute-ified blue and pink, respectively). The upstairs is definitely on light-flood alert thanks to an 18-foot skylight. And the penthouse terraces are so nice, they built them twice: a dining-ready one in front, a garden-ready one in back. **Agent: Deborah Sabec, Town Residential, 646-532-4906**



PHOTO BY EVAN JOSEPH

\$8.8 MILLION
126 W. 87TH ST.



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\$16.5 MILLION
BRIDGEHAMPTON



WHEN your day is spent enduring the concrete jungle and all its many horrors, coming home to the beach — well, that’s a beautiful thing. Beauty doesn’t come cheap, obviously, but you can see why. Sitting on 1.9 acres of sandy Hamptons bliss, this five-bedroom, six-bathroom, 3,800-square-foot mansion at 143 Mid Ocean Dr. enjoys 160 feet of oceanfront, best seen from the Jacuzzi

tub in the master bedroom. Sunbathers head to the southern deck, shade-seekers to the northern one. And the sunny dining room offers views of either the temperamental Atlantic, or the more placid Mecox Bay. It’s going to be difficult making yourself return to the city after weekends here. **Agents: Alyssa Giruzzi and F. Patricia Garrity, The Corcoran Group, 631-283-7300 and 631-702-9221**

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Douglas Elliman broker Oren Alexander in Bal Harbour, Fla., where he's working on a \$25 million mansion.

PHOTO BY MANNY HERNANDEZ

The ultimate young gun

RECORD-BREAKING BROKER, 25, CREATES THE DREAM TEAM

MY father is a residential developer, and I started seeing his work at a very young age, checking out incredible construction and architecture while my friends were doing math homework. Real estate became my greatest interest and after graduating from the University of Colorado, I moved to New York to work in the industry.

I always imagined that I would sign with a development firm and receive a typical starting salary and grow in the company. But it was 2008 and Lehman had just collapsed. I was so clueless that when I was introduced to Howard Lorber, the chairman of Douglas Elliman, my first question was what my salary would be. He chuckled and informed me that real estate brokers work on commission. I would be an independent contractor.

The first few months were difficult. I wasn't licensed yet, the slow winter season started, and I needed to make my rent. But then my first deal happened in March 2009. I sold an \$8.2 million penthouse at the Park Imperial. I was only 21. Everything got better from there.

LUXE BROKER

ON MY SPEED DIAL

By Oren Alexander

I think you really have to come from a point of desperation to be successful. That sale gave me some credibility. And it helped me realize that I wanted to focus on the market's upper 5 percent. I've sold all over Manhattan. One highlight was a prewar co-op at the Eldorado on Central Park West. Young brokers aren't known for doing deals like this. I was 23. Now I'm 25.

My team — the Alexander Group — with my brother, Tal, just cracked the trophy market. We sold a house in Miami, which my dad built, for \$47 million over the summer. The price for that house at 3 Indian Creek was a Miami record. I now have a listing in Alpine, NJ, for \$49 million.

I do work in New York, Miami, the Hamptons, Aspen and Tel Aviv. My goal is to sell trophy homes worldwide. There are only a few buyers for this type of real estate in the whole world. Knowing them means I can to sell them in New York, Miami, St. Tropez, anywhere.

The average day for me is never the same, but I usually start with yoga or a run, then have breakfast with a client and then meetings and showings all day. Lunches and cocktails turn into dinners, and the real work begins when I go out after. My late hours are my favorite part of the day, when I merge my two passions: meeting people and talking real estate. This is my time to bring in new business. My clients go to those absurdly expensive and elite places that no one can get into; I have my in. While my nights are late, and some may call me a party boy, it's all about closing deals. And my team never stops working, either.



THE PARTNER: My partner also happens to be my brother, Tal Alexander. He's 11 months older than me. We joined forces about two years ago. Ever since we teamed up, our business has been taken to the next level. I rely on him for everything. I think the level of trust we have is the key to our success.

I know that if he's working with a client they'll have as good or better service than they'd have with me.

THE MENTOR: Whenever I'm going after big business or new developments, I go to Howard Lorber, the chairman of Douglas Elliman, first. I speak with him on a weekly basis. He taught me to look at the big picture and not to get caught up on the small things. He's big on the macro level. My father likes to call him my second father.



LORBER



THE BUILDER: My father, Shlomi Alexander, built the first trophy house I sold. That's the \$47 million house. He's built about 12 homes, but this was the first time that we worked together. Now, we have two more projects in the works, both of which are in Miami. When I'm in Miami on a Friday night, we have Shabbat dinners, which basically turn into board meetings. I act as the consultant on design and architectural plans and finishes, and he's the developer and the builder.

THE PHOTOGRAPHER: Evan Joseph is the best photographer I've ever worked with. He shoots all my high-end property. The first time we worked together was on my Central Park West listing and now he's doing my \$49 million mansion in Alpine. He just has this way of capturing the atmosphere in every room.



JOSEPH



THE ARCHITECT: Chad Oppenheim creates environments you can really live in. His work is simultaneously dramatic and comfortable. He's designing a tropical modern house in Bal Harbour that my father is building. I'm marketing it, of course, but I'm also developing it, putting up my own money. That's how much I believe in the trophy market.



Cécile David-Weill lives in elegant luxury on all three floors of her Pythian penthouse. Clockwise from top right: Both bedrooms on the lower level have king-size beds and photos of clasped hands; her desk looks out at the third-floor terrace; a Buddha adds Zen to the second-floor dining room.

PHOTOS BY NY POST: TAMARA BECKWITH; PROP STYLIST: TARA MARINO

Cécile David-Weill's wraparound terrace offers fab skyline views.



LUXE LIFE

WOMAN ON TOP

INSIDE AUTHOR & SOCIAL QUEEN CÉCILE DAVID-WEILL'S THREE-LEVEL PENTHOUSE

By ROYAL YOUNG

WHEN I walked into the lobby, it was like Tutankhamen's tomb," French society fixture and accomplished author Cécile David-Weill says and laughs.

David-Weill was born in New York, then lived in Paris and Hong Kong before settling in her three-level penthouse in the Pythian, a historic Upper West Side building. The 2,082-square-foot, two-bedroom, three-bathroom roost is perfect for her entertaining and working needs.

The Pythian was built in 1927 for the Knights of Pythias, a fraternal order. After serving for decades as a meeting place for the group, the seven-story building housed recording studios for Decca Records. The music label had legends such as Buddy Holly, Sammy Davis Jr. and Billie Holiday come through its doors.

The Pythian's intricate and regally imposing lobby is just the beginning of the site's marvels. A private elevator opens onto David-Weill's living room, which consumes most of her second floor. Yet upon entering, one also glimpses hints of the other levels. A stairway leads down to the bedrooms, while another leads up to David-Weill's working space and wraparound terrace. Through skylights are glimpses of golden bull gargoyles, throwbacks to the Pythian's glory days.

David-Weill has moved around most of her life, but New York has her heart. She has lived and worked in the bustling city for three years, writing a column for premier French news magazine *Le Point*.

"I'm crazy about the Upper West Side, it doesn't have a definite feeling. You don't have to be young like when you're downtown, or edgy like when you're in Brooklyn, you can be anything," she says.

FIRST FLOOR

David-Weill's two bedrooms are down a stairway, tucked away on the bottom floor. These plush boudoirs are intimate and artistic, while still being welcoming. They are flanked by small terraces, in Parisian fashion.

SECOND FLOOR

An expert at seating arrangements, David-Weill is charmingly lost when it comes to place settings. "I have this thing about plates. I had 40 people coming over. And I forgot plates, so my old-fashioned butler, in a very condescending way, told me, 'Madam, never forget the plates.' But I'm French, so I only speak in centimeters, and once I ended up with bread plates for a big buffet."

The art-filled living room features a Larry Rivers painting, one of the pieces that delights guests at David-Weill's elegant parties.

Flanked by blue china vases, an original Picasso is suspended over David-Weill's mantel. In subdued brown and cream tones, the etching complements the décor, yet pops from the wood-paneled wall on which it hangs. Featuring curvy female nudes, the artwork makes David-Weill's fireplace a focal point of her refined living room.

THIRD FLOOR

David-Weill's desk, with the Mac computer she uses to write, has a view that provided inspiration for her just-released novel, "The Suitors," as well as her column for a French magazine. The Upper West Side reveals itself in the high-rises seen from her penthouse perch.

David-Weill has made a career out of this uncanny sense of the city. She loves writing about things that shock Parisians: NYC's huge inflatable rats, laundromats, subways.

Her living room, with original works by Picasso and Larry Rivers, a fireplace and wood-paneled walls, is where she hosts fabulous fetes. "It's always a mix — New Yorkers, South Americans, Europeans, people from fashion and the literary life. And it's relaxed. The people I have [over] are used to more formal parties with tuxedos or charity balls, but this is more laid back. So they're like, 'Wow!'"

Indeed, there are no rigid floor plans or modes of etiquette in the apartment. "I feel between the sky and the streets. I'm floating. The living room is very reminiscent of my European life. The wooden panels are traditional and charming. But also old-fashioned. There, I entertain and on that couch I feel like the king of the world. I'm reigning over my domain."

David-Weill's latest satirical novel, "The Suitors," from Other Press, released yesterday, is all about class and how it impacts lives. Her guest list at a celebration luncheon for her book at MoMA's The Modern included Isaac Mizrahi, Anh Duong, Laurence Heilbronn, Charlotte Sarkozy, Jane Holzer, Ina Garten and Hamish Bowles. Her home bashes can be just as glam and hectic. "It's funny, my book is all about manners, but I don't know how to do plates at the dinner table," she quips.



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BATHING BEAUTIES

HI-TECH SHOWERS, TUBS AS ART, ELEGANT FIXTURES

By JENNIFER CEASER

SHELDON Malc knows bathrooms. As showrooms manager of Davis & Warshow, New York's venerable kitchen and bath source, Malc has seen many changes over the 40-odd years he's been in the business.

"There's so much technology being integrated into the bathroom," he says. "There's lighting right in the bathroom mirror. A television integrated in the mirror. There are embedded defrosters to keep the mirror clear. There are waterproof systems installed in the shower so you can watch TV."

Really, people want to watch the news while they shampoo their hair?

"People don't have time to take baths anymore," says Malc. "The shower has become far more important."

On the forefront of this shower technology trend is Kohler, which recently introduced the Moxie, a combination showerhead and detachable Bluetooth wireless speaker that allows you to listen to music and podcasts while you soap up.

"It's a seamless, subtle integration of music in the shower," says Lynn Schrage, senior manager of Kohler Showrooms. "In an urban environment like New York, where every

inch counts, it's important to create more experiences without added clutter." Schrage also points to the company's DTV Prompt digital-showering system, which lets you control the direction of spray and the water temperature with "a simple control interface that is sleek and very clean in appearance."

Many of the city's newer residential projects are creating shower experiences that resemble what you would see in a hotel or spa. "The shower is a double-shower, big enough for two people," says architect Audrey Matlock of 57 Irving Place, a nine-unit condo building she designed in Gramercy Park. "It also has jets so you're pounded by water in all directions. And the showerheads are flush into the ceilings so the surface is simple and clean."

That's not to say that bathtubs have become obsolete.

Far from it.

In the case of 57 Irving Place, Matlock chose a freestanding tub to take advantage of the natural light and floor-to-ceiling windows and balcony off the bathroom. "This isn't a tub shoved into a corner," says the architect. "It's sculptural, an object of nature."

Bathtubs have almost become works of art, as with designer Clodagh's just-launched Azrama collection for Porcelanosa. The sculptural line includes a stone tub designed for two "to lounge face to

face," inspired, she notes, by "two lovers conversing happily together in a hammock."

And if you're in the suburbs, where bathrooms can be larger than some New York apartments, a tub can make an even bigger statement — literally. As in the case of the 6-foot freestanding stainless-steel soaking tub that SGH Designs installed in the 600-square-foot bathroom of a Westchester client. "The angle is pitched on the inside, so it's extremely comfortable," Stephen Huberman, SGH Designs' president, says of the custom-made Diamond Spa tub, which cost about \$5,000. "It also holds the heat longer. But this was an aesthetic choice, for a very contemporary house. . . the client wanted innovative materials — and had the pocketbook. It's a very niche specialty, this tub."

But if you're making design decisions for 106 apartments, as Gal Nauer Architects (GNA) did for the 250 West St. luxury condo development, you have to play it a bit safer. "Because the building needed to be appealing to many people, the bathrooms couldn't be too stylized," says Richard Cantor, a principal with 250 West's marketing brokerage, Cantor & Pecorella. "GNA wanted something elegant, classic, but with a TriBeCa sensibility."

To that end, the architects installed a 6-foot Catalina soaking tub, oversized showers with rain showerheads, custom vanities with porcelain sinks and hand-laid Athens Silver Cream marble. "The combination of materials, colors and textures creates a rich, calming feeling," says Cantor. "It's a palette that can go with anything." "Sometimes, developers go over the top with bathrooms; here, everything was both luxurious and practical," says Ariana Meyerson, managing director at Cantor & Pecorella, of 250 West St., where prices are around \$1,600 per square foot.

Similarly, 845 West End Ave., the 2011 conversion of a 1930 building to luxury condos, appealed to buyers looking for classic styling and a historic Upper West Side address. "It's a fresh, clean, contemporary take on prewar," says developer Atlas Capital's director of construction and building operations, Louis Blum, of the 40 converted units, done by Cetra/Ruddy. "We went with a neutral palette. In the master bath, we used stone tile for the walls and basket-weave, monochromatic marble. In the secondary baths, we went contextual and used subway tile."

The fixtures throughout 845 West End Ave. were by Brooklyn-based Watermark Designs. "I wanted to go with a local manufacturer," says Blum. "And their timeless designs fit the prewar context of the building."

And, adds Blum, high-end buyers "really responded to the quality and the finishes" at 845 West End Ave., where four-bedrooms have commanded prices close to \$4 million. "You have to go with this kind of quality for the demographic."

CLOCKWISE FROM TOP LEFT: A natural stone tub for two, from Clodagh's brand-new Azrama line for Porcelanosa.

Victoria + Albert's freestanding Napoli tub is positioned to take advantage of the light and view at 57 Irving Place's condos.

This 6-foot stainless-steel soaking bath by Diamond Spas was used in a spacious Westchester bathroom.

Custom wood vanities, custom sinks and imported marble are featured in all the condos at 250 West St.

PHOTOS BY: BRUCE BUGCK, MICHAEL SOFRONSKI (2).

“This isn't a tub shoved into a corner. It's sculptural, an object of nature.
— Audrey Matlock, architect



Kohler's DTV custom showering system personalizes water temperature and direction of spray with a simple touch control.



ABOVE: At 845 West End Ave., a prewar conversion, architects opted for a "timeless" look with classic Gramercy Collection fixtures, in polished nickel, from Brooklyn's own Watermark Designs.

LUXE LISTINGS

\$8.1 MILLION
31 W. 21ST ST.



Billed as "the last large loft in the new Flatiron District priced at under \$2,000 per square foot," this bargain-bin, three-bedroom, three-bathroom condo (nearly 4,800 square feet) features a 52-by-57-foot living room, one of the city's largest. Ceilings are 11½ feet, the AC is central, the cellar is wined and the picture windows abound — there's 29 of 'em. How can you afford *not* to buy this? **Agent: Alex Ionescu, Town Residential, 646-300-6038**



\$4.198 MILLION
861 CARROLL ST., PARK SLOPE

Steps from Prospect Park, this townhouse is all about the details: a "beautiful" mantel in the dining room, a grand staircase, a stained-glass skylight. The first-floor kitchen opens up onto a garden (a one-bedroom unit on this level can be used as a rental). Floor two is a grand living/eating space, and you'll find four bedrooms and two bathrooms on the third and fourth floors. **Agents: Sarah Zelermyer-Diaz and Scott Klein, Douglas Elliman, 718-840-2030 and 718-840-2020**

PHOTO BY TRAVIS DUBREUIL.



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Deep inside the belly

EAST from Page 1

wider array of buyers," says Richard Wallgren, executive vice president at Macklowe Properties.

Macklowe is turning the 103-unit prewar rental at 737 Park Ave. (across the street from you-know-what) into approximately 50 roomy condos, ranging from two- to five-bedrooms, which will start at around \$5 million for smaller units and go up to over \$30 million for the 5,630-square-foot penthouse.

Around the corner, Macklowe has another condo building under way at 150 E. 72nd St.; this is a 100-year-old, 32-unit rental that's being turned into 21 units, ranging from 2,316 to 4,500 square feet, with the most expensive five-bedroom currently on the market for \$14.1 million and will feature a penthouse that's planned in the \$20 million range.

Gary Barnett's Extell Development — best known for Midtown's One57 — is gearing up in the coming weeks to start selling Carlton House, its 68-unit condo building on Madison Avenue, across the street from Barneys.

"We're going to be starting at just under \$3 million, and going up to \$22 [million] or \$23 million," says Elida Jacobsen Justo, director of sales. "That's not including the penthouse." Or the townhouse. The estimated price tag on those two units should be a cool \$65 million each. And the units promise to be huge: The penthouse will be 8,743 square feet, with 5,261 square feet of outdoor space, and the 35-foot wide townhouse will consist of 9,742 square feet of interior space.



These buildings have grand designs but amenities of new developments. For the first time in a very long time, these buyers have new options west of Third.

— Kelly Mack, Corcoran Sunshine

And these buildings are just the tip of the iceberg: At 530 Park Ave., Aby Rosen's RFR Holding is bringing 119 units to market; apartments will be priced between \$2,400 and \$3,800 per square foot. And 15 Central Park West developers Arthur and Will Zeckendorf are getting a 51-story condo building underway at 43 E. 60th St.

Given the volume of such high-end buildings, one should be wary of saying just how well these developments will do, though the initial results have been promising.

The Touraine, which Toll Brothers put in the works in 2010 and should be ready for moves this May, has already sold 21 of its 22 units.

(Remaining is a \$19.995 million five-bedroom, 5½-bathroom penthouse.) Prices hovered around \$2,500 per square foot, with the average apartment trading at around \$5 million. All were sold off of floor plans.

Skyline Developer's 45-unit condo building, 200 E. 79th St., went on the market in October, and was sold out by mid-January at about \$2,000 per square foot.

"The unique thing," says Skyline principal Orin Wilf, "is that every apartment we had listed there had a waiting list of at least 10 people for each unit."

Down the block, at 135 E. 79th St., more than 50 percent of the inventory (about \$100 million worth) has traded hands at the Brodsky Organization's 19-story, 30-unit condo building, with prices from \$7 million to \$50 million.

And while many developers have wanted to center around Park and Madison avenues that, too, is beginning to change.

"There are some people who will only live west of Lex," says Reid Price, managing director of new developments for Town Residential. "And most of the development is west of Lex... [but with the coming] Second Avenue subway, the eastern segment of the Upper East Side is going to get much more valuable. It's really going to change the whole complexion of the Upper East Side. First Avenue is not as far over as people once thought it had been."

Town's future Upper East Side project is the Charles, a 30-story, 29-unit condo building on First Avenue, between 72nd and 73rd streets, slated for completion in 2014. Prices for the

four-bedroom units, between 3,100 and 3,600 square feet, start at \$4.5 million and go up to \$8 million. There will also be a duplex penthouse, likely in the \$13 million to \$15 million range.

Buildings are also cropping up north of the 60s and 70s — Extell has just purchased development rights for two plots of land on Third Avenue between 93rd and 94th streets. And Toll Brothers did so well with the Touraine that it recently purchased 1110 Park Ave., between 89th and 90th streets, which it's planning on turning into 11 full-floor duplex and triplex condos.

"It'll be very high-end," says David Von Spreckelsen, NYC division president at Toll Brothers City Living. "We're planning numbers that will eclipse what we got at Touraine."

Philip House, the 76-unit, prewar rental that is being converted into condos by the Cheshire Group (which also developed Devonshire House in the West Village), at 141 E. 88th St., should be ready for closings this spring. Philip House also proves that the super-high end can live side-by-side with the less extravagant — a one-bedroom went for \$850,000 and a two-bedroom is on the market for \$3.12 million, but the penthouses which have yet to be released are expected to range from \$8.5 million to \$15 million.

And one thing you can say about all this new product is that developers are not thinking about the word "affordable."

"My new joke," says Jacky Teplitzky, managing director at Douglas Elliman, "is, 'Where is the affordable housing at \$1,400 per square foot?'"

But UES classics are still hot . . .



This 9,000-square-foot townhouse on East 74th is asking \$30 million.
Agent: Paula Del Nunzio, Brown Harris Stevens, 212-906-9207

PHOTO BY CARY HOROWITZ

By MAX GROSS

IT'S an old story: Guy asks a cute girl for her phone number. She tells him to get lost. He is suddenly extra curious about her.

It's more or less the same story with Upper East Side co-ops: The wealthy enjoy being told 'no' by the likes of 740 Park Ave. (which reportedly turned away Barbra Streisand), 820 Fifth Ave. (which dinged Steve Wynn and Ron Perelman), 4 E. 66th St. (Perelman again) and 834 Fifth Ave. (you guessed it: Perelman).

"I've found they've gotten more difficult," Dolly Lenz, Douglas Elliman's vice chair, says of co-op boards. After the financial crisis, boards felt even more entitled to dig around prospective buyers' lives and finances. "They've had investigative reports on purchasers — and that wasn't the case before."

And prices have risen. "The co-ops are definitely increasing [in price] at a pace consistent with a recovering economy," says Wendy Maitland, managing director at Town Residential. "And the more prestigious buildings have set a few records." (Last year, David Geffen purchased Denise Rich's 12,000-square-foot spread at 785 Fifth Ave. for a record \$54 million.)

"I think [the neighborhood's popularity] is driven by schools," says Raphael De Niro, managing director of Douglas Elliman. "And the certain convenience of living near Fifth or Madison Avenue — high-end apartment buyers want to have that at their fingertips."

And if not a co-op, buyers are looking at the neighborhood's magnificent townhouses.

"The way a townhouse fits into this, it offers the most square footage for the least price per square foot," says Paula Del Nunzio, managing director of Brown Harris Stevens. But even at a lower price per square foot, these townhouses are fetching never-before-seen prices. (According to Douglas Elliman's market data, in 2012 the average price per square foot of a townhouse on the East Side of Manhattan increased 58 percent from \$1,697 to \$1,796. A four-bedroom co-op on the Upper East Side, however, reached an all-time high of \$3,708 per square foot in the second quarter of 2012.)

Del Nunzio's townhouse listings including a \$24.5 million listing on East 65th Street; a \$30 million one on East 74th Street; and the Woolworth Mansion, on East 80th Street, for \$90 million.

"Hurricane Sandy made a lot of people look at the Upper East Side again, which had been sleepy for a long time," Lenz says. Her clients include Marc Jacobs, whose West Village home at Superior Ink was damaged by Sandy. "When he was on his tour [of an Upper East Side townhouse], he said he'd never move downtown again," Lenz says. "It's become the new trendy place to be."



Prewar Fifth Avenue duplex co-op with Central Park views lists for \$25.75 million. Agent: Raphael De Niro, Douglas Elliman, 212-460-0655

PHOTO BY EVAN JOSEPH

\$3.99 MILLION PHILIP HOUSE



The 76-unit Philip House, which includes this three-bedroom, 2,060-square-foot unit, should start closings this spring. There's a wide array of inventory from one-bedrooms to the penthouses, which haven't been priced yet but will be in the \$15 million range. Agent: Kristina Wallison, Stribling, 212-860-4188

\$8.5 MILLION CARLTON HOUSE



Prices haven't been finalized yet, but this three-bedroom at 2,385 square feet is expected to be priced at \$8.5 million. (The townhouse and the penthouse are looking at \$65 million!) But you get a lot of bang for your buck, including a terrace. And the building amenities won't be too shabby at Carlton House, which will feature a 65-foot pool, steam room, fitness center and game room. Agent: Elida Jacobsen Justo, director of sales, 212-680-0166



COVER STORY

of the new Upper East

\$9.9 MILLION
150 EAST 72ND ST.



The north-facing units at this building occupying the corner of East 72nd and Lexington are four bedrooms and run 3,543 square feet, whereas south-facing units (bottom right) should run slightly smaller at 2,316 square feet and three bedrooms. But all were refurbished with an eye towards the sleek and modern. A 24-hour concierge will be on-site, and the building also features a fitness center as well as a playroom.
Agent: Dorothy Sexton, vice president of sales, 212-545-5000



\$19.995 MILLION
THE TOURAINE



The five-bedroom, 4,346-square-foot duplex penthouse is still available at the Touraine on East 65th Street. **Agent: Florence Clutch, Toll Brothers, 212-576-1030**

\$50 MILLION
135 E. 79TH ST.



Interior designer William Sofield is trying his hand at a residential property with a sleek prewar look at 135 E. 79th St., a 19-story building featuring 30 classic residences, including this 8,987-square-foot penthouse. **Agent: J.P. Forbes, Corcoran Sunshine, 212-505-7900**
PHOTO BY ARCHPARTNERS.

\$4.9 MILLION
THE CHARLES



This 30-story building on First Avenue has been incubating for about five years now, but it's finally getting off the ground and setting a new price for property this far east. The full-floor residences, starting at \$4.9 million, will each have three to four bedrooms and range from 3,100 to 3,600 square feet. Prices haven't yet been determined for the penthouse, a duplex, but expect it to be between \$13 million and \$15 million. **Agent: Reid Price, Town Residential, 646-998-7425**
PHOTO BY WILLIAMS NEW YORK.



Robert and Cortney Novogratz live at 400 West St. but are thinking about selling and moving again.

PHOTO BY NY POST: TAMARA BECKWITH.

DESIGNED TO SELL

NOVOGRATZES TURN GARBAGE INTO GOLD

ON THE flip side

BY MICHAEL GROSS

YOU don't need a peripatetic childhood as a constantly moving military brat to become a world-class New York real estate flipper, but it helps.

Robert Novogratz and his wife, Cortney, have created a mini-empire in home design and media. But it all began with a real estate obsession kicked off by Novogratz growing up without a permanent home. He finally got one at 8 years old, when his parents settled down in Alexandria, Va., and started dealing antiques. So he spent the rest of his childhood at garage sales and flea markets. "I've always been a collector of something," he says.

He didn't know it then, but he was well on his way to becoming a serial home collector. Novogratz bought his first property right

out of college, when he got a job in finance in Charlotte, NC — a 5,000-square-foot, \$79,000 house that he shared with three roommates so he could afford it. Cortney was a college senior nine years his junior when they picked each other up at a Charlotte party. Though she came from South Georgia, or, as she puts it, "Deliverance" country, she was "hellbound for New York," Robert recalls, and 14 months later, in 1992, they arrived.

Robert found a big, illegal sublet, a rent-controlled prewar on West End Avenue, for \$1,500 a month ("I got lucky," he says). Cortney had "a dive of a place," too, he recalls, that she rented "to appease her parents." But she sublet it and lived with Robert.

In 1994, after scouring "the bottom of the New York real estate market," Cortney says,



We wanted the wreck of the century.

— Cortney Novogratz

"We really miss construction," says Robert. Cortney corrects him. "We miss the chaos." Michael Gross is writing a book for Atria about 15 Central Park West.

they bought their first property, 343 W. 19th St., a condemned hovel in West Chelsea near Ninth Avenue. Its owner was "an old construction guy," Robert says, who took a shine to them and let them have the place for 20 percent down, financing the rest himself, so they could put their limited funds into the fixer-upper.

They couldn't afford an architect to turn it into a two-family home so, Cortney says, "We decided we could do it ourselves." They learned by doing. After neighbors filled a container they'd rented for demolition debris with household trash, they hired a denizen of the street to ensure that didn't happen again. They were out of money by the time they finished, so they not only rented out the upstairs apartment, they sublet bedrooms in theirs, as well. But "we'd found our passion, or it found us," says Robert, who quit his Wall Street job to become a professional fixer-upper-flipper. Next, "we wanted something worse," Cortney says and laughs. "The wreck of the century."

They found it in 1998, a condemned building with an adjacent empty lot on Thompson Street in SoHo, asking \$600,000. "Off the beaten path again," says Robert. "But the SoHo Grand was going up around the corner," adds Cortney, who'd already had three children and was pregnant with her fourth as they were designing their second and third houses.

They renovated the existing building and moved in. Then, in a year, they saved to build a new one from scratch next door. Renting out the first property, they moved into the second, but at a party they tossed to celebrate, they were offered \$75,000 a month for it by a hedge-fund billionaire they won't name. "It's a business, so we packed up," Cortney says. They would eventually sell the two homes to the founder of Rockstar Games and the CEO of a money transfer firm for a total of more than \$10 million. The latter would later sell to 7-foot-3 Lithuanian NBA star Zydrunas Ilgauskas.

After several years searching, the Novogratzes found their next project in 2004, four vacant buildings on Centre Market Place, behind the Police Building. They'd been owned by the same Italian family for a century. After spending about \$5 million to buy them, "we had no money to renovate," Cortney recalls, "so we hoped to pre-sell them and custom-build." Bradley Zipper, a hedge-fund executive friend, commissioned one, a couple from Chicago a second; and by then, the Novogratzes had seven children and become TV stars, thanks to their Bravo reality show, "9 By Design."

Yet the real estate urge persists, so in 2007, they found their latest project, a one-story motorcycle repair shop on West Street they bought for \$4.5 million. Twenty months later, they moved into their new home — with views across the West Side Highway to New Jersey and enough space for their huge brood. And over time, they sold the Chelsea building to a banker for \$6.4 million, and the four Centre Market homes for just more than \$20 million, with the largest going to George Soros' son Gregory for close to \$12 million.

"We know more now," says Cortney, "but that doesn't mean it gets easier." Still, they've started thinking about flipping and moving again.

THE FAMILY'S ROAD TO RICHES



PHOTO BY RICHARD CAPLAN.

343 W. 19TH ST.

BOUGHT \$560,000 in 1994
SOLD \$5.35 million in 2007

Now back on market with Douglas Elliman for \$7.25 million



PHOTO BY NY POST: ANNE WERMIEL.

24 THOMPSON ST.

BOUGHT \$600,000 in 1998
SOLD \$6.3 million in 2006



CENTRE MARKET PLACE

BOUGHT 4 buildings for \$5 million in 2004
SOLD \$20 million in 2010

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FLOORED

THE BEST-LAID PLAN, INDEED

By MAX GROSS

This apartment measures 5,475 square feet and includes four bedrooms, 4½ bathrooms, a formal dining room and a foyer, but the centerpiece of the unit is the grand salon, a massive room of more than 800 square feet with three exposures that look out onto the city and Central Park.

Contact: Dan Tubb, director of sales, 212-570-1017

If you were shopping around for the \$90-million-plus apartment, it looks like you're a little late.

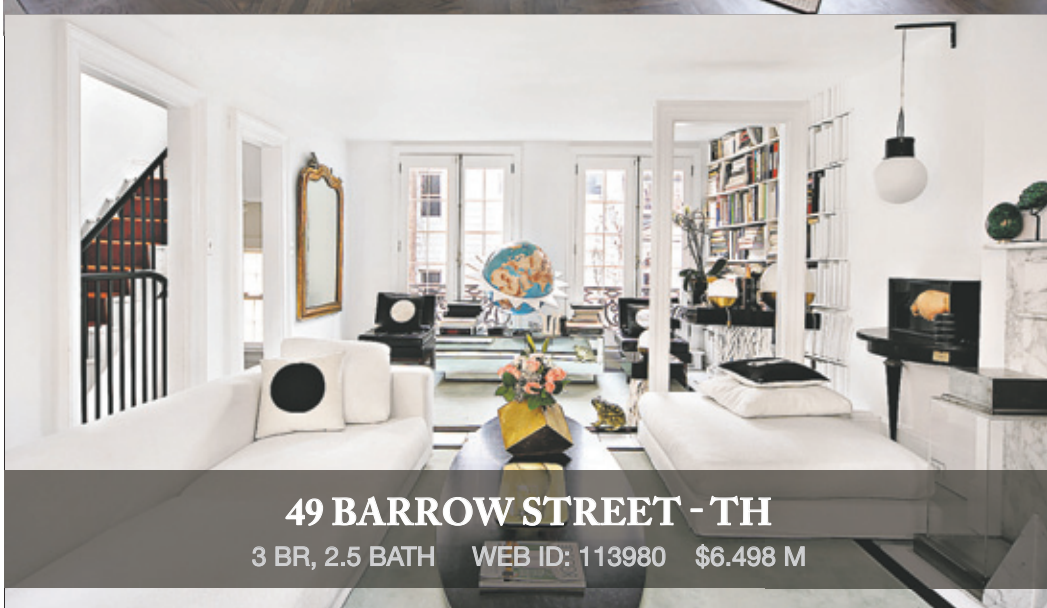
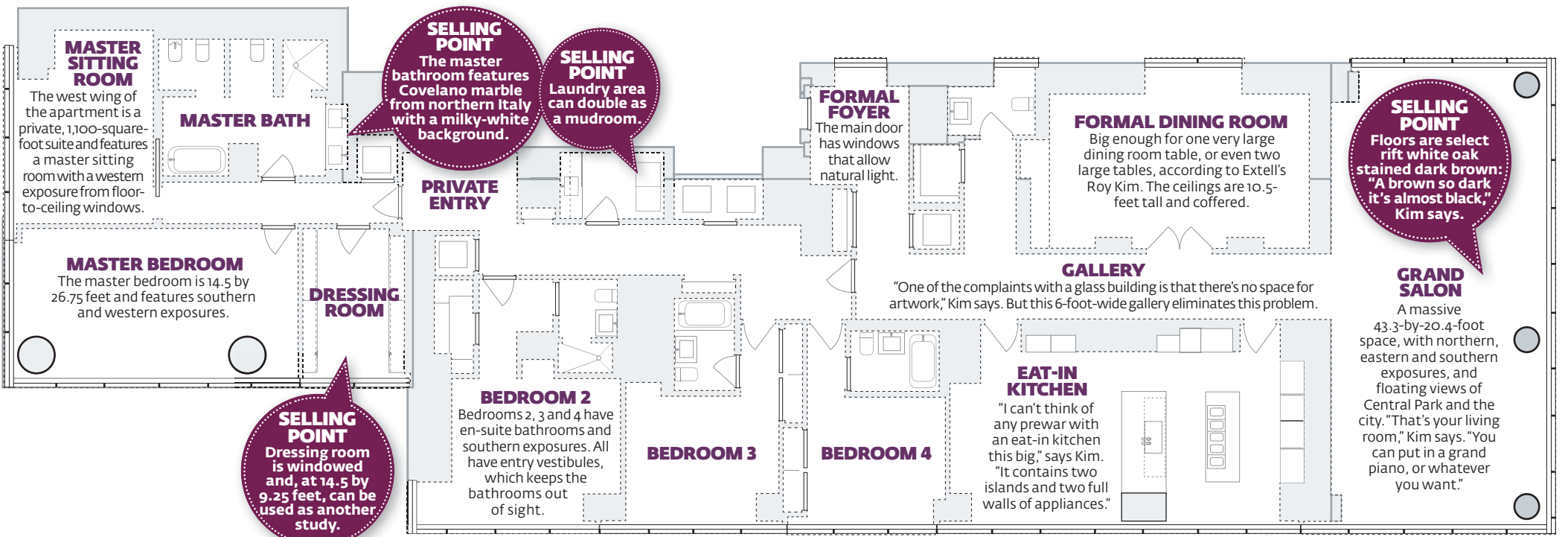
One57, Extell's massive 90-story condo/hotel development, had two such apartments in that range. But in a market where there's low inventory and big demand for super-swanky digs, both units got gobbled up by mystery buyers. (The building has done more than \$1 billion in sales, and move-ins aren't even until later this year.) But the Christian de Portzamparc-designed tower still has plenty of units remaining that will entice the multimillionaire — or billionaire — buyer.

Consider this B-line unit on the 54th floor. It's selling for a comparatively modest \$34.25 million. But the sheer amount of space in this unit should still turn the head of a well-heeled buyer. While the exterior is glassy, shiny and new, the interiors "are trying to channel prewar apartments," says Roy Kim, senior vice president at Extell. "We're seeing a lot of buyers from the Upper East Side who want to upgrade — so this is prewar on steroids."

PHOTOS BY MICHAEL SOFRONSKI.



True, the 92 condos at One57 won't be finished until later this year, but you can get a pretty good sense of what a completed residence looks like in the sales center. **1** Custom-designed shower doors with oxidized bronze frames and ribbed glass. "We wanted to channel '40s modernist Paris," Kim says. **2** Custom tub by Waterworks produces small, champagne-like bubbles. Vanity features dark wenge wood. **3-4** The 32½-by-19-foot kitchen is offered in either Macassar or white, and features Smallbone cabinetry. (The cabinets are "the new choice of celebrities like Madonna," Kim says. "And the thing about Smallbone is that they make it almost like it's furniture.") The mostly Miele appliances include a cooktop, grill, griddle, wok, speed oven, two dishwashers, two 36-inch wide refrigerators, a built-in espresso maker and a 24-inch, full-height wine cooler. **5** A rendering of the exterior.



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SUNSHINE SENSATIONS: **FLORIDA** BY CHRIS BUNTING

\$5.2 MILLION
SARASOTA



ATTENTION “Cougar Town” enthusiasts — Sarasota is in the house! Down in Courtney Cox country is where you’ll find Bay Isles’ breakout star, Longboat Key. Atop that is a not once- but twice-gated community. And within that fortress lies your dream home at 560 Harbor Point Road: a 5,100-square-foot, four-bedroom, newly constructed piece of fine livin’ with 200 feet of sparkling coastal frontage. (That’s

some cul-de-sac!) Other accoutrements include a formal living room with views of Sarasota’s downtown skyline, a dining room, family room, gourmet kitchen, screened porch, waterfront terraces and his-and-hers offices. But the best of the best is “deeded” access to a nearby Gulf of Mexico private beach club. **Agent: Cheryl Loeffler, Premiere Sotheby’s International Realty, 941-302-9674**

\$5.6 MILLION
KEY LARGO



CRIKEY, you forgot to fill up the tank before taking your Gulfstream over Cuban airspace? No worries: That glowing 4,456-foot-long runway down there in Key Largo, serving the Ocean Reef Club (the kind of exclusive community that has its own private hospital and K-8 grade school), is a great place to plunk ‘er down. While you’re refueling, check out this mansion at 9 Bay Ridge Road. The master suite has so many closets, some need to be stored in other closets. Baboom! Quick, look over there: It’s a canal — no, look over there: it’s an overachieving Keys’ sunset! And that’s just what you’ll spot from the terrace. Step out into the courtyard, and you’ll find yourself in a wild world of waterfall spas and blue-tiled pools. View is the name of the game here, but don’t overlook the fireplace, cutting-edge kitchen, full laundry area and two-car garage. Pack a boat, too: The club’s marina has 175 slips. **Agents: Russell Post and Helena Morton, Russell Post Sotheby’s International Realty, 305-451-8199 and 305-522-2196**

\$14.9 MILLION
MIAMI BEACH



PALM-tree-infested Bali can be really hospitable, but the mileage required to get there is a major drag. So bring a little of that Indonesian flavor closer to home with this five-bedroom, six-bathroom, pool-centric palace at 7725 Atlantic Way in Miami Beach. There’s about 10,000 square feet of tropic thunder in this three-level house. Potted orchids and wood accents abound, and sleek cooking technology adds some metallic modernity

to the kitchen. And did we mention the pool that keeps making the beach it overlooks jealous? Don’t just enjoy it from a poolside chaise lounge — it’s all too easy to doze off and miss its grandeur. Instead, maximize your pool viewage by slinking your way up the grand staircase and *voila* — a bonus panoramic view of the Atlantic. **Agents: Mercedes Saewitz and Ileana De La Torre, One Sotheby’s International Realty, 305-607-2600 and 305-458-7191**

\$8.995 MILLION
NAPLES

THE only thing scarier than the Camorra in Naples, Italy, are the foodies in Naples, Fla. — and the local Ritz-Carlton’s Grill can keep them happy for only so long. But if you have the bank account of a celebrity chef, there’s this 8,913-square-foot home known as Port Royal, plopped on one and a half lots overlooking Naples



PHOTO BY MICHAEL LAWLER

Bay at 1145 Galleon Dr. The residence offers a kitchen packing “double ovens,” a wine “grotto,” a butler’s pantry, a “radius glass” breakfast nook overlooking the infinity pool and bay and a “well-designed” outdoor kitchen with a bar to satisfy the most demanding luses on the sun deck. Warning: Do not swim on a full stomach. Instead, take your boat parked at your private dock out for a spin. Safety first, foodies! **Agent: Michael Lawler, Premiere Sotheby’s International Realty, 239-261-3939**

Fiddler of the roof

HAMPTONS from Page 1

breakfast area. The home also features an outdoor fireplace under a covered porch, a roof observation deck, a game room, a wine room, a professional home theater and a gymnasium with its own bathroom, steam shower and sauna.

And the amenities go on and on. The property includes a tennis court, a swimming pool with spa, a pool house, a pergola and entertaining terraces with fieldstone sitting walls.

“When you build a house of this quality and at this price point, it has to have every amenity,” says Davis.

Priced at \$23 million, 79 Parsonage follows 232 Parsonage Lane, which was finished in 2012 and sold for \$22.5 million in one short week last April, and a home on Hedges Lane, which sold in 2011 for \$19.25 million. Though Davis builds all over the Hamptons, all three of these homes are in Sagaponack.

“I gravitated toward Sagaponack because it reminded me of some parts of England with the farm fields that run into the ocean and [where] the zoning is less dense,” says Davis, who moved here from England 30 years ago. “Sagaponack is zoned for 3 acres so there is as much or more rural land and much more beach per capita than anywhere else [in the Hamptons].”

England is a huge influence on his design style, which he describes as English Country shingle-style, brick not wood, houses built to last. Traditional on the outside, he says, and transitional and modern on the inside.

Davis’ next spec house, which he already has planned for a lot on Hedges Lane, is something of a diversion. “It’ll be a little cleaner, a little more modern,” he says. “Each one is a little better than the last one, but when someone recently asked if there was anything I would be recently looking back, I would say no.”

Contact: 631-537-4444, michaeldavis.com

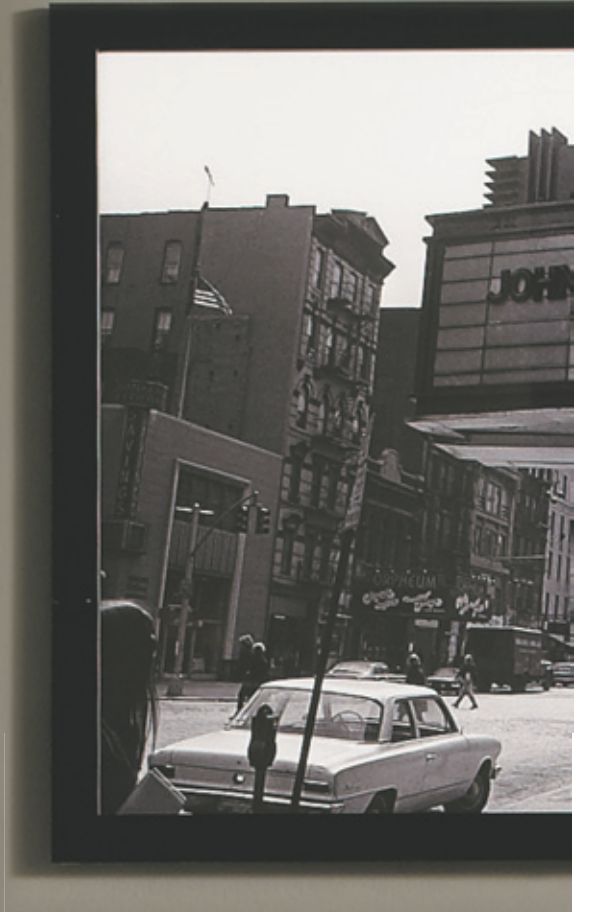


Hamptons builder Michael Davis just finished this 8,409-square-foot shingle-style mansion — sporting nine bedrooms and 10 full bathrooms — on 4 acres of prime Sagaponack property. It’s available for \$23 million.

PHOTO BY NICK JOHNSON

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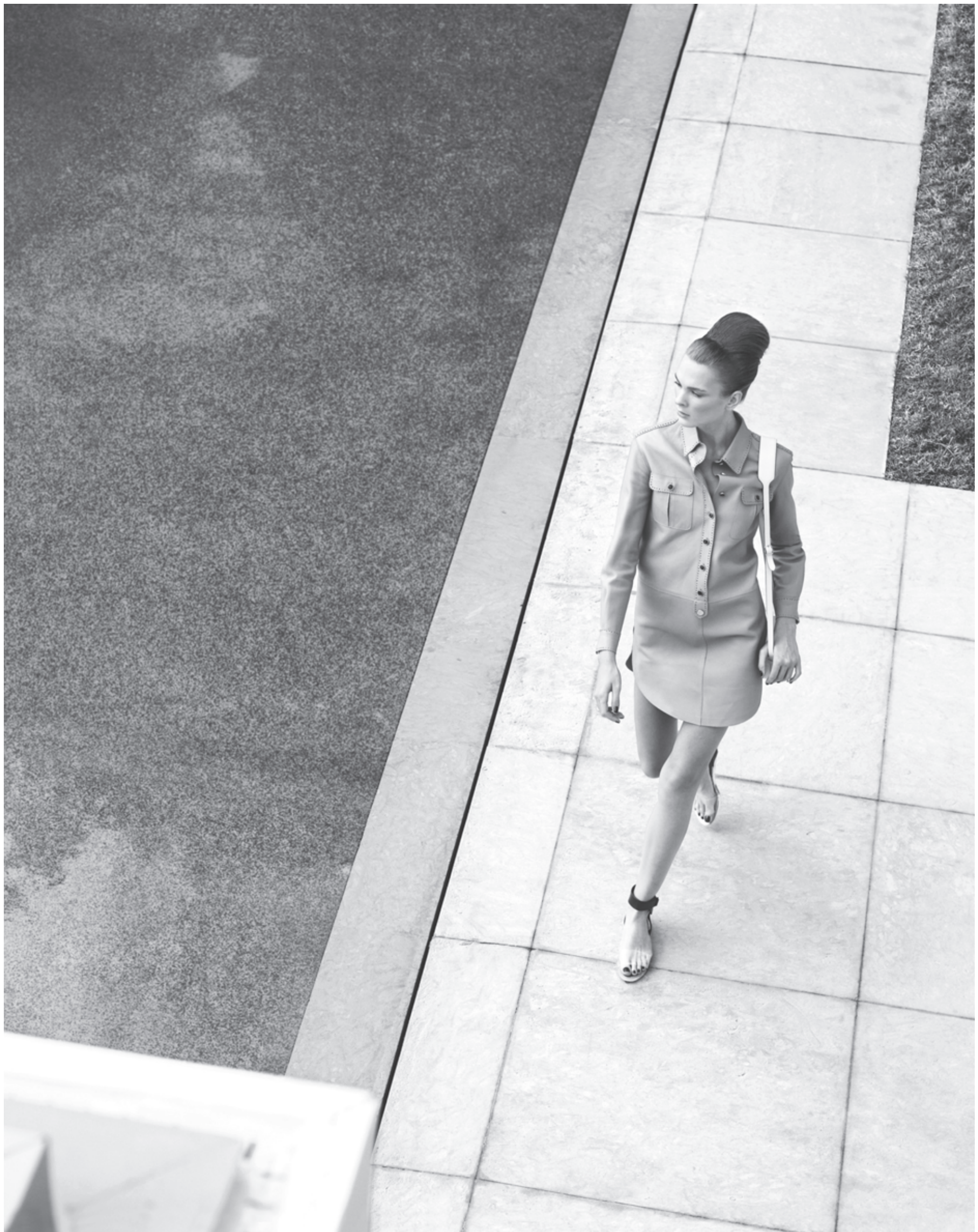


Hunter Sofa 100" w x 39" d x 31" h in gridlock-marigold (\$2950) **\$2175**, **Ashby Chair** 26" w x 32" d x 40" h in bevan-marigold leather (\$2480) **\$1745**, **Manning Side Table** 26" w x 23" d x 22" h **\$930**, **Smith Cocktail Table** 54.5" w x 26" d x 16" h **\$930**, **Patton Lamp** 24" h **\$575**, **Lennon, Ono & Warhol** framed photography 53.5" w x 35.5" h **\$1095**, **Concord Rug** 8'x10' in ash **\$1695**

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