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"Long live France" in Greenwich West

Manhattan's Hudson Square has a home gem. One that bears the signature of French experts. Above all, when it comes to the interior: In "Greenwich West", the Parisian designer Sébastien Segers sums up trends and wishes.

Sting aptly described in the song of the same name that an "Englishman in New York" sometimes does a lot differently than locals. What makes the French stand out locally can now be seen in Hudson Square. And buy a piece of it. Upwards of \$ 1.075 million, which sounds great for top quality in Manhattan: The 30-story residential tower Greenwich West was designed by top French designers. A new building that elegantly combines art deco reminiscence and modern architecture. Also in the interior of the 170 residences at Charlton Street 110. Because here the Parisian master Sébastien Segers brings style trends and living dreams to a common denominator.

A feast for the eyes from the outside

Greenwich West is a thoughtful reinterpretation of the classic New York loft building. The comfortable residences offer a rare combination of city lifestyle, services and amenities. Not to mention the magnificent view over the Hudson River. The residential tower was inspired by 20th century French design. Its surroundings go very well with it: trees line Charlton Street and the nearby streets of SoHo, Tribeca and West Village are reminiscent of cobblestones to "old" Paris.



Good prospects: Top French design ensures comfort in Manhattan's new Greenwich West residential tower.

Finally, Françoise Raynaud, who designed Greenwich West, also comes from the French capital. The founder of the Loci Anima studio has worked with the famous Pritzker award winner Jean Nouvel for many years. And the architect's signature makes the new residential tower in Manhattan special from the outside.

Rounded and Bricked

There is, for example, the hand-made brick facade with specially glazed brick accents, which were specially made for the project by the venerable brick factory Wienerberger in Belgium. The art deco-inspired, rounded corners of the building make Greenwich West look soft and friendly.



"Vive la France" in Greenwich West: Art Deco elements charmingly separate the residential tower from the surroundings.

Industrial style casement windows are framed by brick patterns and custom-made tin edges. And nested façade recesses on the approximately 88-meter high residential tower offer space for spacious terraces. All in all, a look similar to that of the new "Rose Hill" skyscraper on 30 East 29th Street. And yet: Greenwich West is simply "different".

Plant splendor from the master of vertical gardens

On the "crown" of the building, a terrace with lounge and seating areas offers a magnificent view. And there is also something extraordinary on the ground floor. A window wall in the lobby opens up a clear view of the show garden. In this recreation zone, plant splendor grows up to five and a half meters high. The varied, lush green was created by the French botanist Patrick Blanc, known for his vertical gardens.



Exquisite lounge on the ground floor: cosiness with a fireplace and an unobstructed view of the garden.

The fact that Greenwich West is so "magnifique" inside is due to the design of long-time Marc Newson partner Sébastien Segers. With his concepts for Giorgio Armani and Christian Dior boutiques, but also with private houses and spas becoming the star of his branch, Segers is now demonstrating his flair for trendy comfort in the new building in New York.

Interior design that is fun

"When you design a residential tower, you have to think about who will live there. It is important to find the balance between your own design identity and residents who you can tailor to your own style. The question I keep asking myself is: Do I want it for myself and would I live there?" Describes the interior designer in demand.



Inviting entree ...



... and lobby with doorman.

At Greenwich West, he wasn't just inspired by the neighborhood's maritime history, Segers reports. Elements of French mid-century modern architecture also characterize the interior. Just like such Scandinavian designs and Japanese aesthetics.

Sustainable materials & warm colors

An impressive scenario awaits the residents as soon as they enter the residential tower: a marble staircase leads to a high lobby. There travertine reign, walls clad with leather and finely worked rosewood. According to Segers, the sophisticated design is reminiscent of Tokyo's legendary Okura Hotel: "It represents grandeur. The elements and subtle references have been modernized and integrated into Greenwich West ". The warm color palette as well as the natural materials and intricate wood paneling are important pillars of Japanese design.



Usable window sills and lots of daylight ...



... are important to the renowned designer Sébastien Segers.

The project, developed by Strategic Capital Partners, Cape Advisors and Forum Absolute Capital Partners, offers various apartment sizes. Be it a studio, a three-bedroom residence or a penthouse: all are bright and exquisitely furnished. Segers: "We selected surfaces inspired by the past that also make a strong, modern statement and create warmth and comfort in every room."

There is a lot of "nature" in Greenwich West

These include wide plank floors made of European white oak, which conjure up a feeling of nature in every apartment. Or the kitchen islands with hand-made worktops made of Carrara marble and integrated bookshelves that were positioned centrally in the room.



Centrally positioned kitchen islands with lots of wood, marble ...



... and many well-thought-out, practical details.

Segers designed the main bathrooms as relaxing hideaways: walls, shelves, floors and showers are covered with Carrara marble. Wall-mounted washbasins made of rosewood and polished nickel fittings make the inviting picture perfect.



The bathrooms are designed as high-quality relaxation oases.

Even Greenwich West's guest toilets are a feast for the eyes. Sheathed with zebrino marble and provided with specially made, curved washbasins, they should remind you of the seashore. An association that also awakens many other elements of the new residential tower.



In Greenwich West the toilet is also a pleasure for the guest.



Top design with zest and quality also rules in the bathrooms.

Anyone who inevitably thinks "Vive la France" when looking at the exterior of the building will certainly not be disappointed inside. Because Segers also used the rounded corners of the Art Deco facade as a stylistic device. Together with the hand-plastered ceilings, they reflect Françoise Raynaud's architectural concept. And that's not all.

Everyone's place in the sun

"In my Greenwich West project, we made sure that the windows themselves were a room," says Sébastien Segers, another, very French element of the exquisite apartment building.

"Natural materials connect us spontaneously with nature and unconsciously with our roots" Designer and interior designer Sébastien Segers

Using the course of the sun is crucial for comfort: "All windows have deep, curved marble window sills. These are shaped to remind you of the quality of a Parisian fireplace. Their inviting ogee curves offer space to relax and direct access to natural elements such as light or - through the stone - earth".



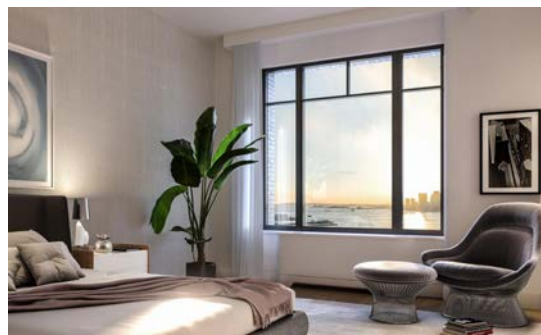
The desire for outdoor opportunities is fulfilled in Greenwich West.

Segers himself has always used materials from sustainable sources. When designing for Greenwich West, the designer took advantage of the fact that wood and stone are now also high on the wish list among customers: "I think sustainability is now being given more attention. Marble, travertine and carpentry from walnut and oak wood connect us spontaneously with nature and unconsciously with our roots". Brass hardware is durable and also has antibacterial properties.

Durable quality is increasingly in demand

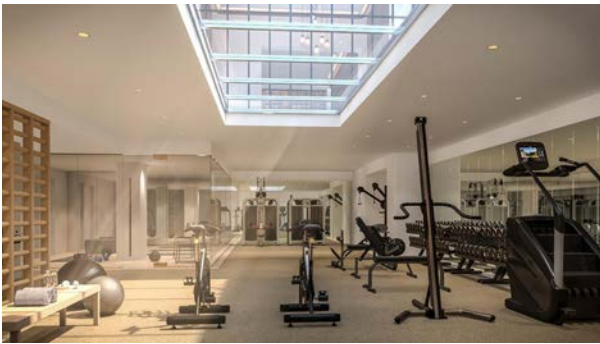
Working with such material and sustainability as a requirement makes it possible to build a network in which quality craftsmanship and passion come first. Segers: "For elements that require industrial know-how, I cooperate with suppliers who share this approach." In the case of Greenwich West, among others with the electrical appliance manufacturer Meljac.

Whereby: The choice of colors must also underline the naturalness of the environment: "I combine light tones with this rich, warm range of materials. In particular blue and orange-red nuances, which refer to water and fire".



Stylish security: Master bedroom in a model apartment of the new residential tower designed by Sébastien Segers.

There is no question that Manhattan's new "French" residential tower also offers first-class services and leisure activities. In-house services - including 24-hour lobby and porter - are a matter of course. As well as a fitness center with yoga studio and spa, its own play area for children, laundromat and bicycle storage. And of course there is also an automated parking garage with direct, secure access to the residential elevators.



Bright joy: The sun shines in the fitness center just like ...



... in the communicative kitchens of the apartments.

Despite all the amenities mentioned, it's the interior design that sets Greenwich West apart from other luxurious New York apartment towers. Because Sébastien Segers knows how to fulfill current living dreams.

Growing longing for harmony

The designer sums up what will play the main role in the future: harmony. "Because after the corona pandemic, more and more people are working at home, looking for a new home or want to improve their previous one, I think that more attention will be paid to interior design, which conveys serenity and harmony."



At Greenwich West, Segers impressively shows how the desired feeling of living can be achieved. He describes the path to this as follows: "My research is mainly based on spatial proportions and topology, the subtlety and fluidity of the relationships between spaces. I was inspired by oriental philosophies like Feng Shui to bend and balance rooms. Open plans create generosity. However, this must be compensated for by departments and retreat areas. It is an exoteric approach".

Natural light is important because it enhances the feeling of security and connects the living space with the outside world.



Consistency between "inside" and "outside" is becoming increasingly essential, says the designer. That's why Greenwich West has created as many opportunities for outdoor enjoyment as possible.

Trend towards new domesticity

Segers answers the question of what people want in addition to sustainability, structured floor plans, a beautiful view and outdoor enjoyment for their home: "Lounges with large fireplaces are also part of it. In a future in which we return to more sedentary life, we must create spaces that give peace to our innermost. Sobriety and simple beauty are in demand".

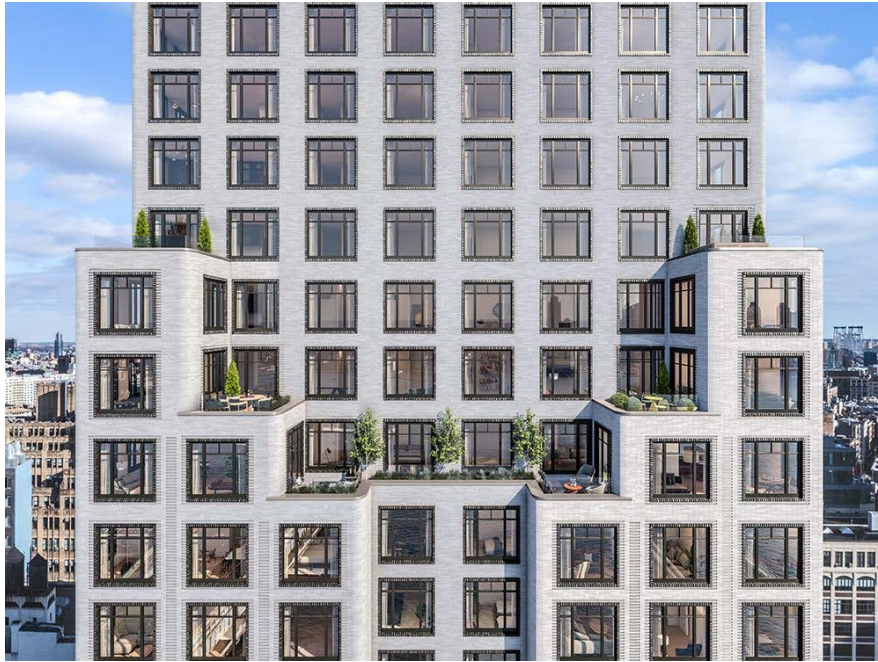


Designed by French architect Françoise Raynaud: the new residential tower in Manhattan's Charlton Street.



Artist Aaron Zulpo was invited to portray life in Greenwich West in a series of oil paintings.

Segers underlines the new living trend with a little story from the lockdown phase in Paris: "I explored every corner of the small forest next to my house. I discovered a surprising but beautiful place. Arranged by a lonely man who lives in a hut. With almost nothing but years of work, he had created an oasis of peace there". And the interior designer quotes from Sylvain Tesson's book "Consolation of the Forest": "The luxury of the hermit is beauty".



Manhattan's new splendid residential complex, Greenwich West, has nothing in common with simple huts in the middle of nowhere. But it offers a lot of savoir-vivre. The new building is not just the first residential tower in New York designed by a French architect. It is a highlight in the middle of the hectic US metropolis that promises quality of life as soon as you see it - and one that lives up to this promise.

Text: Elisabeth Schneyder Images: Alan Tansey, Familiar Control