



October 6, 2014

## See Beyond the Lightsaber at Chetrit's 135 West 52nd Street

Monday, October 6, 2014, by [Zoe Rosenberg](#)



No longer the beleaguered [Flatotel](#), [135 West 52nd Street](#) is attempting to remake itself as the "**affordable luxury**" **home-base** of Midtown (undoubtedly the only with a glowing facade installation akin to a gigantic lightsaber). If 52nd Street between Sixth and Seventh avenues seems like a **weird location** for a new relatively high-end residential building, it is; at least right now. Representatives of 135 are quick to say that Midtown is a new frontier: the [Baccarat Hotel & Residences](#) rise nearby, as does COOKFOX's limestone-sheathed creation at [301 East 50th Street](#). But at this moment, 135 East 52nd Street has a head-start on the Midtown market, and its **40-percent sold** status proves it.



The **Rafael Viñoly-designed building** was purchased by the Chetrit Group and Clipper Equity, and is in the midsts of a total renovation by **CetraRuddy**. The refurbished building will offer **109 apartments**, many of them being purchased as pied-à-terres, ranging in size from one- to five-bedrooms at the cost of \$1.5 million to a bit over \$15 million.



The sales gallery's *pièce de résistance* is the "levitating" platform with a built-out version of a not-to-scale apartment that showcases the building's fixtures and finishes.



The built-out apartment makes good use of the building's [Rimadesio sliding panel doors](#).

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