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Chetrit's Illuminated Tower at 135 W. 52nd Street Asks \$1.5M+

by [Zoe Rosenberg](#)



Address: 135 West 52nd Street

Developer: Chetrit Group and Clipper Equity

Architect: Cetra/Ruddy

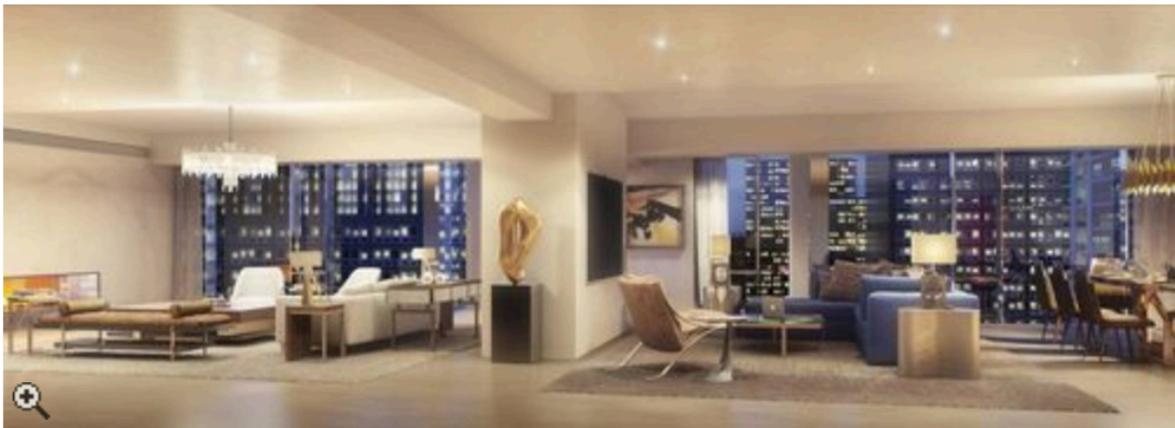
Size: 48 stories, 109 units

Prices: \$1.5 million to over \$15 million

Sales and Marketing: Douglas Elliman

Just two weeks ago [first renderings were revealed](#) of the new interior of Chetrit Group's residential conversion of the former failed hotel at [135 West](#)

52nd Street. Building off of that reveal momentum, eight of its 109-
apartments have come to market, with **current offerings ranging** from **\$1.52 million** to **\$8.5 million**. There's also word that the building's largest penthouses will ask **just a hair more than \$15 million** when they come to market. On-the-market pads range from one- to four-bedrooms, with the average price-per-square-foot falling in **the low \$2,000's**.



The homes will come with sliding glass walls that "transform rooms into wide-open loft-like spaces."





The building's lounge is part of a 12,000-square-foot "resident's club."



The pool.



It even has a room for the kids.



A visual of the Dreyfus installation.

The building accommodates an in-between market amidst **the ultra-luxe (and pricey) pads** of the so-called Billionaire's Row (red: [One 57](#)) as well as the nearby [Baccarat Hotel & Residences](#), where for-sale apartments average \$4,127 per square-foot according to [StreetEasy](#).

The building has drawn **considerable notoriety** for its [423-foot-tall permanent "light saber" facade installation](#) created by French lighting artist **Thierry Dreyfus**. [Cetra/Ruddy](#) handled the building's interiors and included details such as sliding glass partitions in the apartments to create intimate, multi-functioning spaces. The building will be complete in the summer of 2015.

http://ny.curbed.com/archives/2014/07/31/chetritys_illuminated_tower_at_135_w_52nd_street_asks_15m.ph