

9fi5th

The luxury property news site - New York, Miami, London, Dubai

[9fi5th](#)

January 1, 2017



DIFFERING LUXURIES ON THE LOWER EAST SIDE AND IN TRIBECA

🕒 December 30, 2016 📍 New Developments, New York

Magnum Real Estate's 196 Orchard and 100 Barclay feature the best Manhattan has to offer.

If moving downtown has always been in the back of your mind but you haven't quite found the right property in the right neighborhood, then you're in luck. Magnum Real Estate, headed by Benjamin Shaoul, has two exciting new properties hitting the New York City downtown market that will accommodate both families and individuals looking to buy either a pied-a-terre or a new nest egg. We sat down with Shaoul to gain a little more insight into these two projects: the Lower East Side's 21st-century-styled development at 196 Orchard and the older, more storied 100 Barclay [in](#) TriBeCa.

DIFFERING LUXURIES ON THE LOWER EAST SIDE AND IN TRIBECA

Magnum Real Estate's 196 Orchard and 100 Barclay feature the best Manhattan has to offer.

If moving downtown has always been in the back of your mind but you haven't quite found the right property in the right neighborhood, then you're in luck. Magnum Real Estate, headed by Benjamin Shaoul, has two exciting new properties hitting the New

York City downtown market that will accommodate both families and individuals looking to buy either a pied-a-terre or a new nest egg. We sat down with Shaoul to gain a little more insight into these two projects: the Lower East Side's 21st-century-styled development at 196 Orchard and the older, more storied 100 Barclay in TriBeCa.

Shaoul didn't hold back his immodesty when he described 196 Orchard as, "the best building ever built on the Lower East Side, maybe even the best downtown. It has great amenities, finishes, quality, detail, mechanical systems, window quality, craftsmanship, and much more. It also features a rooftop that offers unobstructed views on a wide street. I would live there in a second. It is very beautiful and has everything you need."

If you find that hard to believe, consider these features: oversized industrial casement windows that shower each residence with sunlight; property-wide white oak wide-plank flooring; living areas with 9- to 12-foot ceilings; incorporated kitchens featuring Miele appliances, Nero Marquina marble backsplashes, Zen Black quartz countertops, blackened nickel faucets and hand sprays by Waterworks; and Northern European custom-designed bathrooms that showcase a blend of crisp lines, novel textures, and natural materials in walnut vanities, lacquer medicine cabinets, and Bianco Dolomiti marble shower surrounds. Furthermore, with amenities that include a two-story, 30,000-square foot gym by Equinox and a landscaped rooftop terrace, you've got everything you need to enjoy your surroundings from the comfort of your home.

Speaking of the surroundings, the qualities of the neighborhood alone should have you packing. According to Shaoul, "This is a neighborhood that I go to in the mornings for breakfast even though I live on the West Side. It's for someone who wants close proximity to transportation, restaurants, and nightlife. For example, you can go to Katz's and grab a sandwich or you can go to Dirty French and have a fancy dinner with friends and then go a little farther south to an art gallery." The Lower East Side has been a popular hang out for a while and Shaoul reminded us that, "If you like this neighborhood and want to live here, 196 Orchard is the development you want to live in."

However, if the Lower East Side isn't your neighborhood of choice, Magnum serves up its own twist on a TriBeCa landmark.

"They don't make them like they used to," prefaced Shaoul. "I wanted to purchase this property because it was absolutely breathtakingly beautiful, timeless, and impossible to recreate." Built for the American Telephone company in the mid-1920s, the building boasts the title of world's first Art Deco skyscraper as its claim to fame. Since in the days of its construction, "the size of your company was identified by the size of your building," Magnum has paid homage to this principle by retaining the 500-foot shell of the building in order to preserve a piece of 100 Barclay's history while simultaneously complementing the Art Deco styles with a modern take on the interiors. Moreover, for those who like a good visual story to make them feel like they are a part of such timelessness, the landmarked lobby features murals that show the progression of communication technology, from smoke signals and carrier pigeons to the telephone. Suffice it to say that it showcases an equal amount of finery as 196 Orchard.

The amenities are spread over 40,000 square feet and include a kids' swimming pool and adult lap pool as well as a health club and yoga room managed by 15 CPW's the Write Fit. For those of you unafraid of heights, there are four outdoor terraces perched 180 feet up in the air.

Moreover, as with 196 Orchard, the building itself is not the only thing that should have potential residents jumping at the bit to get in on the action. "TriBeCa caters to a lot of young people and adults. Within a five-block radius you have everything you can think of. 100 Barclay is for people who have been living uptown their whole lives and are moving downtown once the kids get out of the house or are looking to set up a family in one of the many three- or four-bedroom apartments."

With the location, style, and history that are featured in 196 Orchard and 100 Barclay, Magnum finally offers you a way to escape your worn out, passé uptown lifestyle.

Particulars 196 Orchard

Place: Lower East Side, New York

Property: 94 Residences

Plans: 555 – 2,069 square feet

Price: \$1 million – \$5.6 million

Period: March 2018

Perks: 30,000-square-foot Equinox gym, landscaped roof terrace, personal storage, bicycle storage, 24-hour doorman service

Particulars 100 Barclay

Place: TriBeCa, New York

Property: 157 Residences

Plans: 1,209 – 3,656 square feet

Price: \$3.2 million – \$11.5 million

Period: Complete

Perks: Wine storage, bike room, children's playroom, concierge, gym, media room, kids' and adults' swimming pool, community recreation facilities, valet parking