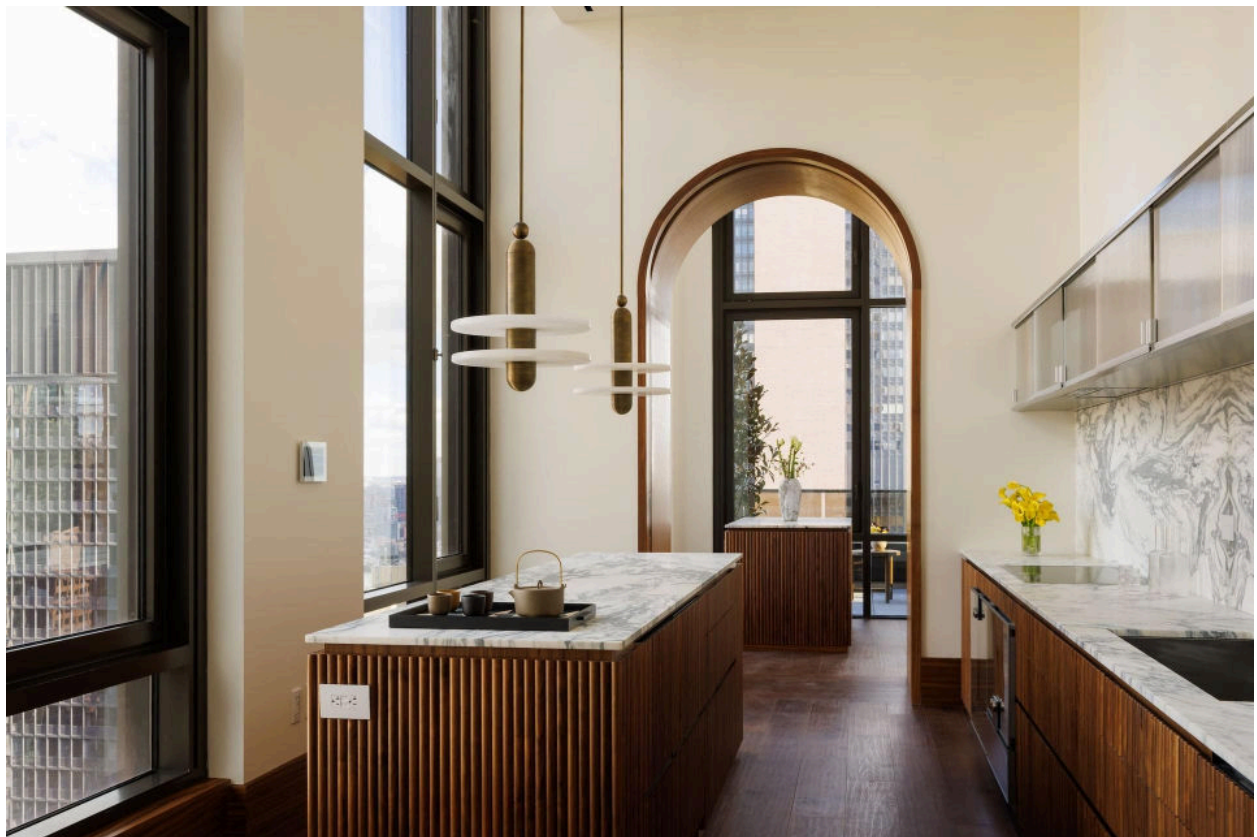


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Monogram New York: Reinterpreting Art Deco for the Contemporary City



In the heart of Midtown Manhattan, just steps from Grand Central Station, Monogram New York rises as a contemporary interpretation of Art Deco elegance. Conceived by architect Ismael Leyva in

collaboration with Lyndon Neri and Rossana Hu of Shanghai-based studio Neri&Hu, the 35-storey residential tower marries the rhythm and refinement of early 20th-century design with a distinctly modern sensibility.

Monogram is a study in contrasts: vertical lines and tonal patterns rooted in Art Deco geometry meet natural materials and considered interior details, creating an urban sanctuary that is at once timeless and entirely of the 21st century. Every aspect of the building, from its multi-faceted illuminated crown to its street-level lighting, has been orchestrated to form a cohesive silhouette that resonates across the skyline without overwhelming the streetscape.



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Inside, the residences reflect the global perspective of Neri&Hu, blending clean lines with tactile finishes to create spaces that are serene yet alive with subtle luxury. Soaring ceilings of up to 15 feet in penthouses, engineered oak flooring, and meticulously specified appliances speak to an attention to detail that is both functional and quietly sophisticated. Light and space are manipulated to draw the eye outward, connecting the interior with the city beyond, while carefully considered materials invite a sense of calm in a bustling metropolis.



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Monogram is conceived as more than a residential tower; it is an exploration of contemporary urban living. Its design considers the routines and spatial needs of residents, balancing privacy with openness, and providing a measured connection to the city outside. The building integrates service and amenities that support daily life without imposing on the architectural experience.



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The project also represents Neri&Hu's first residential commission in New York, bringing the Shanghai-based studio's perspective into the city's context. The collaboration with Ismael Leyva and Francine Teng of Navigation Capital Group reflects a careful integration of architectural precision, interior detailing, and sensitivity to the urban environment, producing a building that is at once recognisable and restrained.



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Housing 191 residences, Monogram is defined by light, proportion, and material refinement. The design references Art Deco motifs while maintaining contemporary functionality, illustrating how architecture can engage with historical language without compromising present-day requirements.

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