



# Monogram New York Tops 50% Sold, Bringing Park Avenue Elegance to Midtown's New Era



(Photography by Colin Miller)

**Monogram New York**, one of Midtown's most sought-after residential addresses, has surpassed the **50% sold** mark, with over 95 residences sold or under contract. Developed by **Navigation Capital Group** and represented by **Douglas Elliman Development Marketing**, the 35-story building is a contemporary homage to New York's enduring Art Deco legacy.

With architecture by Ismael Leyva Architects and interiors by globally acclaimed Neri&Hu — in the studio's first New York condominium — Monogram New York is defined by welcoming, elegantly crafted residences and amenity spaces, all supported by 24/7 service. Located on 47th Street between Lexington and Third Avenues, Monogram is just moments from Grand Central Terminal, the United Nations, the recently reopened Waldorf Astoria, and the new JPMorgan tower at 270 Park Avenue, along the continually revitalized Park Avenue corridor — home to many of the world's most prestigious companies. Construction is complete, and all available residences are move-in ready.

“Monogram was built to be an urban sanctuary in the heart and center of New York City. We sought out the best partners in architecture, interior design, technology, wellness and service to create a fresh and modern residential offering. Our homeowners share our vision for a luxurious and convenient lifestyle with the best of New York City at their fingertips. I believe we have sold more units than any other comparable development on the island of Manhattan during the time within which we have been open,” said **Patrick Zhu**, President of Navigation Capital Group.

“There has never been a better time to live and purchase in Midtown Manhattan and Monogram is meeting the moment. With its handsome architecture, exquisite interiors and private club-inspired amenities, this striking new tower has become

an emblem of elevated living for discerning city-dwellers,” said **Jordan Shea**, sales director with Douglas Elliman Development Marketing. “Our successful sales reflect a diverse array of buyers – professionals who want to live near the office and commuters who want a comfortable foothold, amongst other domestic and international audiences who desire the highest caliber design, craftsmanship and quality of life.”

Monogram New York, a testament to contemporary design, subtly reinterprets the city’s Art Deco heritage. Ismael Levy’s architectural vision and Neri&Hu’s interior design converge to create a building that respectfully honors New York’s past while making a modern statement on its skyline.

The exteriors are characterized by their elegant grandeur. Inside, the residences offer inviting and warm spaces that are both functional and filled with natural light. Each home is meticulously layered with exceptional design details and exquisite materials for serene ambiance. Clean, vertical lines and natural materials define the residences, fostering a sense of tranquility. The layouts are thoughtfully proportioned, featuring oversized windows and intuitive touches that seamlessly blend beauty and function. Homes are equipped with premium appliances by Gaggenau and Bosch.

Available Residences Include:

- [Penthouse B](#) – A two-bedroom, two-bathroom penthouse with a private terrace and northeast facing views asking \$4,548,600
- [20B](#) – A two-bedroom, two-bathroom residence asking \$2,310,000
- [5A](#) – A one-bedroom, one-bathroom residence asking \$1,182,400

Buyers at Monogram New York enjoy carefully curated amenities, including a doorman lobby, fulltime concierge services by LIVunLtd an exceptional fitness and wellness center with a custom collection of Technogym equipment and a state-of-the-art sauna and steam rooms, a landscaped courtyard in the heart of Midtown, and a rooftop lounge called The Sphere Club with a library, private entertaining suite, and terraces with exceptional views of Manhattan.

Douglas Elliman Development Marketing is the exclusive sales and marketing firm for Monogram New York. Pricing for available homes starts at just above \$1 million for one- and two-bedrooms. For more information, visit

[MonogramNewYork.com](https://www.monogramnewyork.com).

### **Navigation Capital Group**

Navigation Capital Group is a real estate investment, asset management, and development company. Senior executives and key team members have been involved in billions of dollars' worth of developments, fund formations, joint ventures, and other real estate transactions covering a multitude of property classes and ownership and funding structures. Navigation Capital is managed by Patrick Zhu and Scott Shea, and is affiliated with an HK-listed international development company, which is one of the largest real estate companies in Asia specializing in residential, hotel, and commercial property development in major gateway cities.

### **About Douglas Elliman Development Marketing (DEDM)**

Douglas Elliman Development Marketing, a division of Douglas Elliman Realty, offers unmatched expertise in sales, leasing, and marketing for new developments throughout New York, New Jersey, Massachusetts, Florida, Texas,

Colorado and California. The company's new development hybrid platform matches highly experienced new development experts with skilled brokerage professionals who provide unparalleled expertise and real time market intelligence to its clients. The firm is heralded for its achievements in record-breaking sales throughout each of its regions. Drawing upon decades of experience and market-specific knowledge, Douglas Elliman Development Marketing offers a multidisciplinary approach that includes comprehensive in-house research, planning and design, marketing, and sales.

<https://www.elliman.com/newdevelopment>.

<https://www.citybiz.co/article/810631/monogram-new-york-tops-50-sold-bringing-park-avenue-elegance-to-midtowns-new-era/>