



LUX EXPOSÉ

Why Art Deco Still Owns New York's Luxury Real Estate Scene

Art Deco has never been subtle, and that's exactly why it still works. The style is rooted in confidence: sharp geometry, rich materials, and a love of drama that feels intentional rather than excessive. In New York City, where architectural history and modern ambition constantly overlap, Art Deco continues to evolve rather than stand still. Today's buyers aren't looking for replicas of the 1920s; they want homes that capture the glamour and precision of the era while fitting seamlessly into modern life.

Across the city, a new wave of Art Deco-inspired residences is doing just that. These homes borrow the elegance, rhythm, and craftsmanship of the original movement and reinterpret it with contemporary layouts, updated finishes, and a strong sense of lifestyle. Here's a closer look at three standout properties currently on the market that show how Deco is being reimagined for the 2020s.

A Townhouse That Feels Like a Private Members' Club

[153 West 12th Street | \\$23,000,000](#)

This newly renovated four-bedroom, four-and-a-half-bath townhouse in the West Village leans into Art Deco's most seductive qualities. Designed and furnished by Sven and Sara Simon, the home channels the mood of a sophisticated 1920s hotel bar - intimate, glamorous, and effortlessly cool.



The parlor level sets the tone with vintage Art Deco lighting and a striking marble fireplace that anchors the space without overpowering it. Every detail feels curated rather than decorative, allowing bold materials to do the heavy lifting. The design avoids excess by focusing on strong silhouettes, polished surfaces, and lighting that creates atmosphere rather than just illumination. Upstairs, the primary suite delivers one of the home's most memorable moments: a dramatic slab of Breccia Capraia marble that feels like functional art. It's a perfect example of how Deco's obsession with rare stone and visual impact translates beautifully to modern luxury living. This is a townhouse designed for evenings that stretch late, mornings that feel unhurried, and interiors that reward close attention.

Listed with Christian Rogers and Matthew Wojnarowicz of Howard Hanna NYC.

Deco Grandeur, Reimagined in the Sky

[THE 74, Floor 27 | \\$13,400,000](#)

At THE 74 on the Upper East Side, Art Deco shows up as elegant on a grand scale. This full-floor, five-bedroom, four-and-a-half-bath residence begins with a private elevator gallery, a classic symbol of pre-war luxury that still feels relevant today. The sense of arrival is deliberate and refined, setting the stage for what unfolds inside.



Interiors by Rafael de Cárdenas interpret Deco through texture and restraint rather than overt ornamentation. Sculptural neutrals, fluted surfaces, warm woods, and richly veined marbles reference the streamlined aesthetic of the era while keeping the space firmly rooted in the present. The palette is calm, but never flat, allowing light and material to create depth throughout the home.

Every room feels composed, with proportions that support both entertaining and everyday living. The result is a residence that feels polished and architectural, yet warm enough to live in comfortably. It's Deco distilled into something modern, confident, and quietly luxurious. Listed with Barbara Russo, Christopher Salierno, and MariaElena Scotto of Douglas Elliman.

Living With a Front-Row View of an Icon

[Monogram New York, 20C | \\$2,750,000](#)

This two-bedroom, two-bath corner residence offers a different kind of Art Deco experience—one defined by calm interiors and an extraordinary visual connection to the past. The 306-square-foot private terrace frames direct views of the Chrysler Building, placing one of the world's most celebrated Deco masterpieces into daily life.



Designed by Neri&Hu, the interiors reinterpret 1920s opulence through a modern, serene lens. Ten-foot ceilings and floor-to-ceiling windows flood the space with natural light, highlighting wide-plank light oak floors and refined craftsmanship throughout. The design favors clarity and balance, proving that Deco inspiration doesn't need to be loud to feel luxurious. Inside and out, the residence feels intentional and grounded. The terrace transforms the skyline into a personal backdrop, while the interiors provide a quiet counterpoint to the city beyond the glass. It's a reminder that Art Deco is as much about proportion and elegance as it is about shine.

Listed with Ariel Tirosh, Ruoxi (Alicia) Dong, Jordan Shea, and Mengchen (Nicole) Hu of Douglas Elliman.

Why Art Deco Still Works Now

What connects these homes isn't nostalgia, it's confidence. Each property takes the essence of Art Deco and adapts it to how people live today, whether that means moody townhouse glamour, elevated full-floor living, or tranquil interiors paired with legendary views. The materials remain bold, the geometry remains intentional, and the craftsmanship remains front and center.

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