## A FRESH PERSPECTIVE



#### A DIFFERENT VU

Incomparable views and a supremely convenient location

#### STYLIZED LIVING

Paris Forino's design exudes elegance and service

#### **NEW YORK MINUTE**

Life at the center of four dynamic neighborhoods

NEW YORK, NY





VU at 368 Third Avenue



#### YOUR NEW VU.

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Rising from the center of four of Manhattan's most dynamic neighborhoods—NoMad, Flatiron, Gramercy, and Kips Bay—VU offers a fresh perspective in a supremely convenient setting.

At 36 stories, VU stands prominently on Manhattan's East Side. Peaking high above the lively neighborhoods below, VU provides respite from the high paced energy of city life with robust amenities and conveniences. From the sweeping views to the sun-dappled roof terrace, sunrise and sunset are never to be missed. At VU, it feels as if every hour is golden hour when you bask in the natural light of dramatic, open views.

**04** A DIFFERENT VU



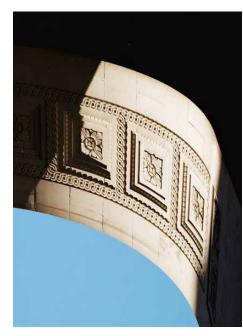
Incomparable views meet a supremely convenient location

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Paris Forino's design exudes elegance and service

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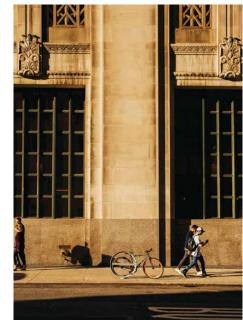
Life at the center of four vibrant neighborhoods

46 EASE INTO THE MORNING



Start your day in the heart of Manhattan

**58** AFTERNOON DELIGHT



The perfect way to spend the afternoon

**70** EVENINGS OF ABUNDANCE



The vice that is the golden hour

#### CONTRIBUTORS

Photography Tim Salisbury

Architectural Renderings Unmarked Studio

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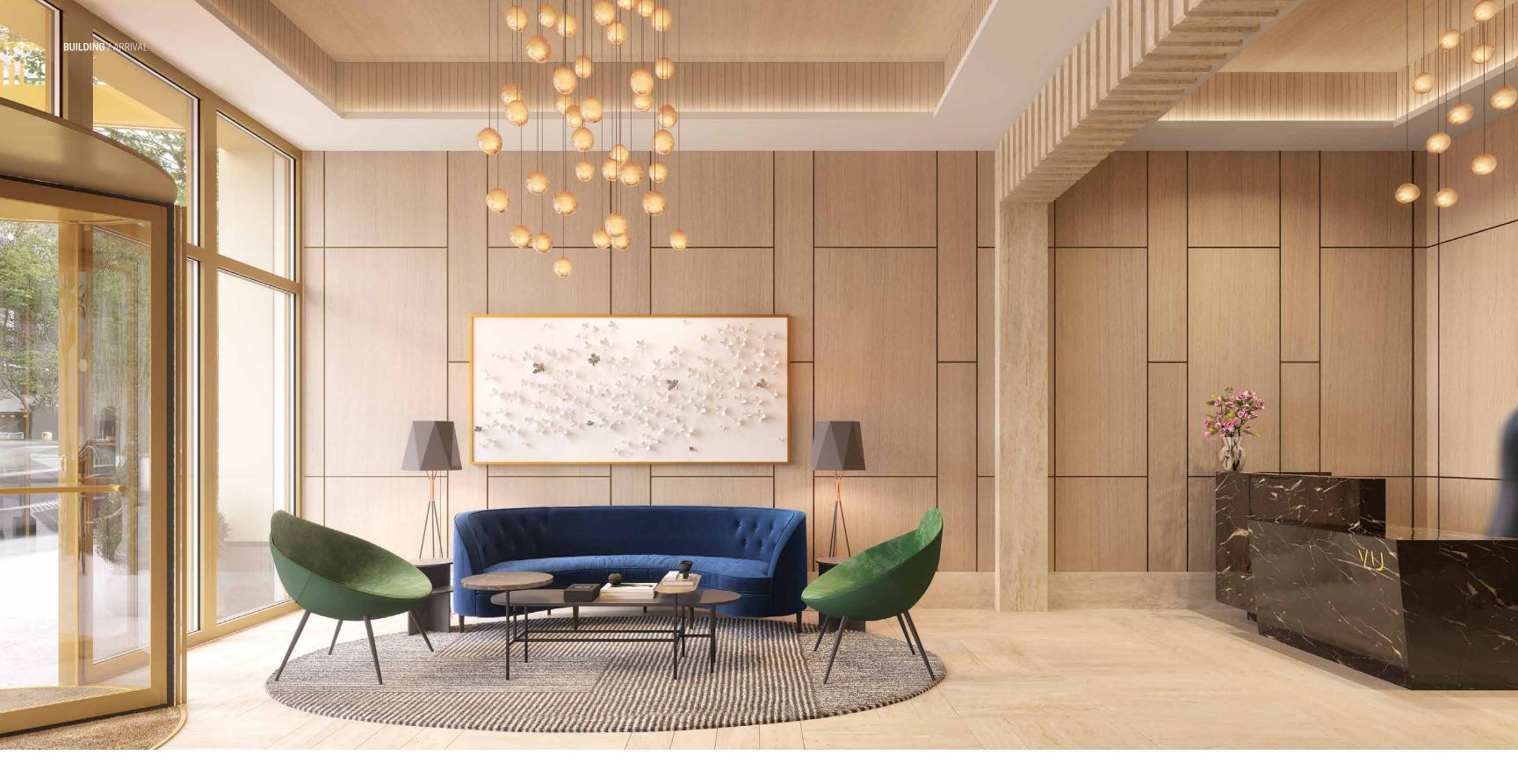
Design & Layout Pandiscio Green





### **HOME AGAIN**

Residents and their guests arrive in style. VU's signature palette of clean oyster white and warm bronze gold is echoed on the exterior entryway. Light dances off of the detailing by day, and emits a gentle glow in the evening, welcoming residents back home.



## STYLE FROM THE GROUND UP

The lobby interiors evoke a sense of ease and warmth that makes you feel at home the moment you step inside. The beauty of VU's lobby resides in the subtle refinements carefully designed by Paris Forino.

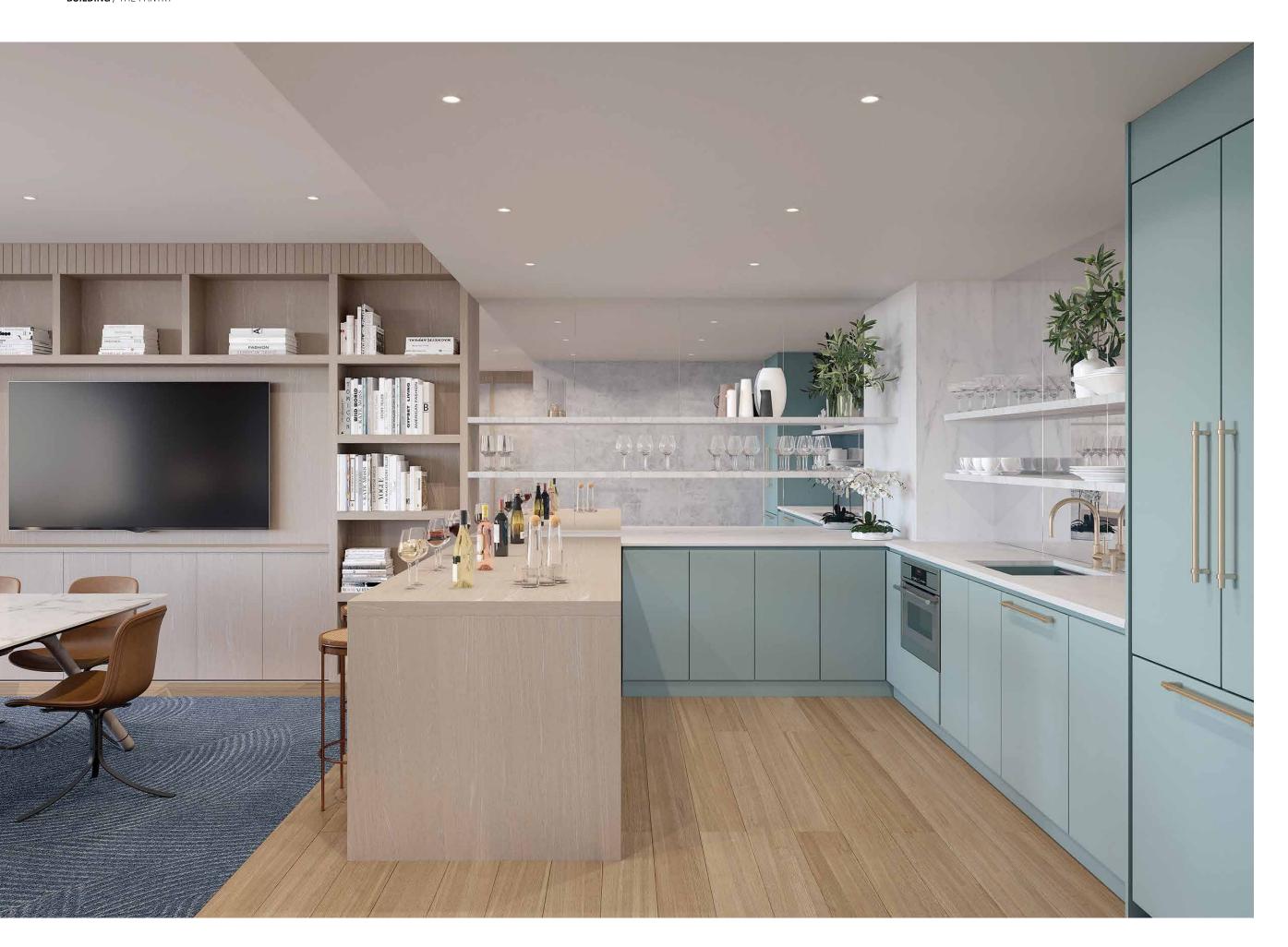
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### THE AMENITIES

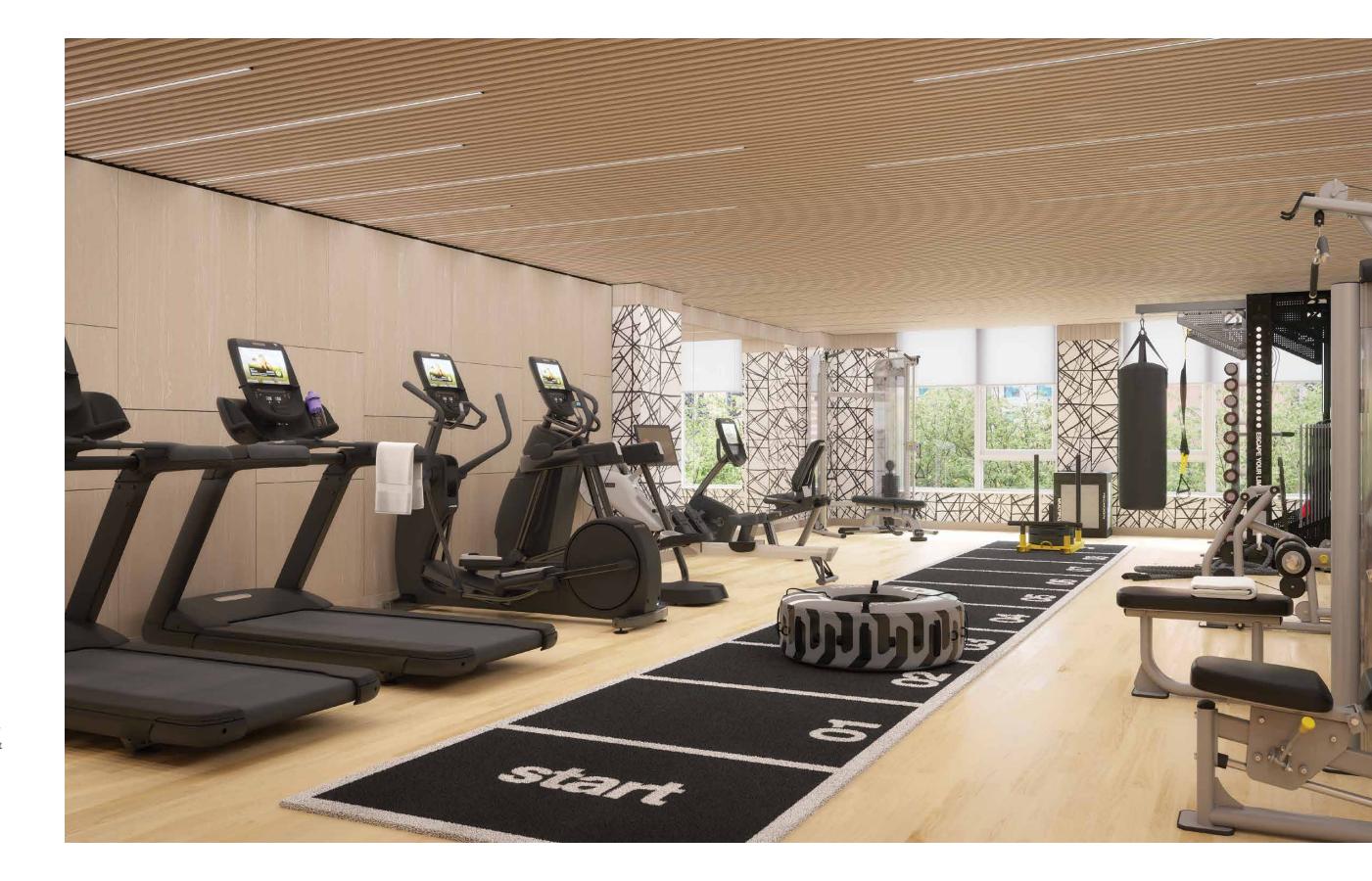
### Curated for leisure, wellness, and celebration

Clock your miles in as you train for the New York City Marathon, sit down for a private guided meditation to begin your day, or host a birthday party. VU provides residents with a variety of amenities that are designed to enhance the quality of everyday living. From the fitness center to the screening room, to the lounge and the pantry, Paris Forino designed each space with thoughtful intention toward how New Yorkers live today. High up on the 36th floor sits the rooftop terrace, where lush greenery and plush furniture invite you to take in unobstructed and unrivaled city views.



## PERFECT FOR ANY PARTY

Host a wine tasting, cater a dinner party, have your friends over for the Oscars the pantry makes for effortless entertaining no matter the occasion.



### **VITALITY AT VU**

Strengthen your core, count your steps, break a sweat and a record. Whatever your goals are, VU's fitness center is up to the challenge. Carefully planned to accommodate a wide variety of workout regimens and optimized for performance at every level. Unlike at most gyms in the city, natural light plays its part, closing the circuit on a holistic and healthy workout experience.



## REASONS TO RELAX

The screening room is the perfect place to cozy up and relax while you binge on your favorite show, watch the game, or have a movie marathon with your friends and family.



# STYLIZED LIVING

Studio Profile: Paris Forino Design

Throughout her illustrious career, Paris Forino's designs have encompassed global projects ranging from single-family homes to high-rise residences and luxury hotels.

No matter the scale of the project, certain commonalities radiate through Paris's body of work, a reputation for understated elegance, combining tradition with modernity, and a clear function and purpose. These traits dovetail with polish and sophistication to create approachable yet exquisite spaces.

Residents will revel in every detail throughout all aspects of her work. Her inspiration from the arts, couture fashion, and travel inform beautiful spaces that use custom patterns, luxurious textures, and refined craftsmanship. Her designs utilize materials in unexpected ways to evoke a sense of timelessness and refinement.

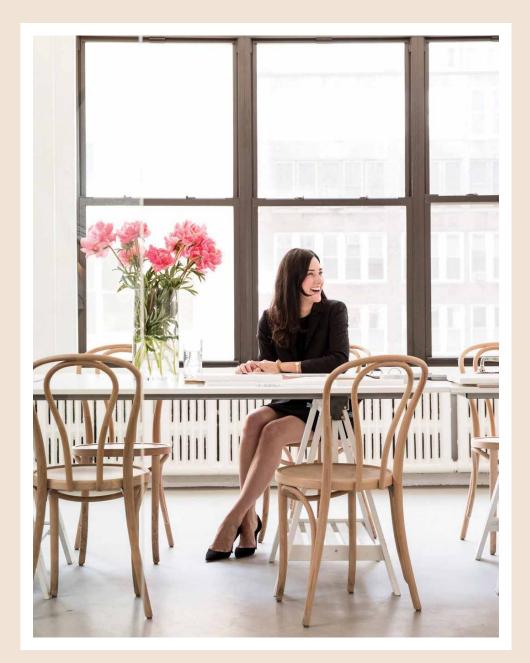
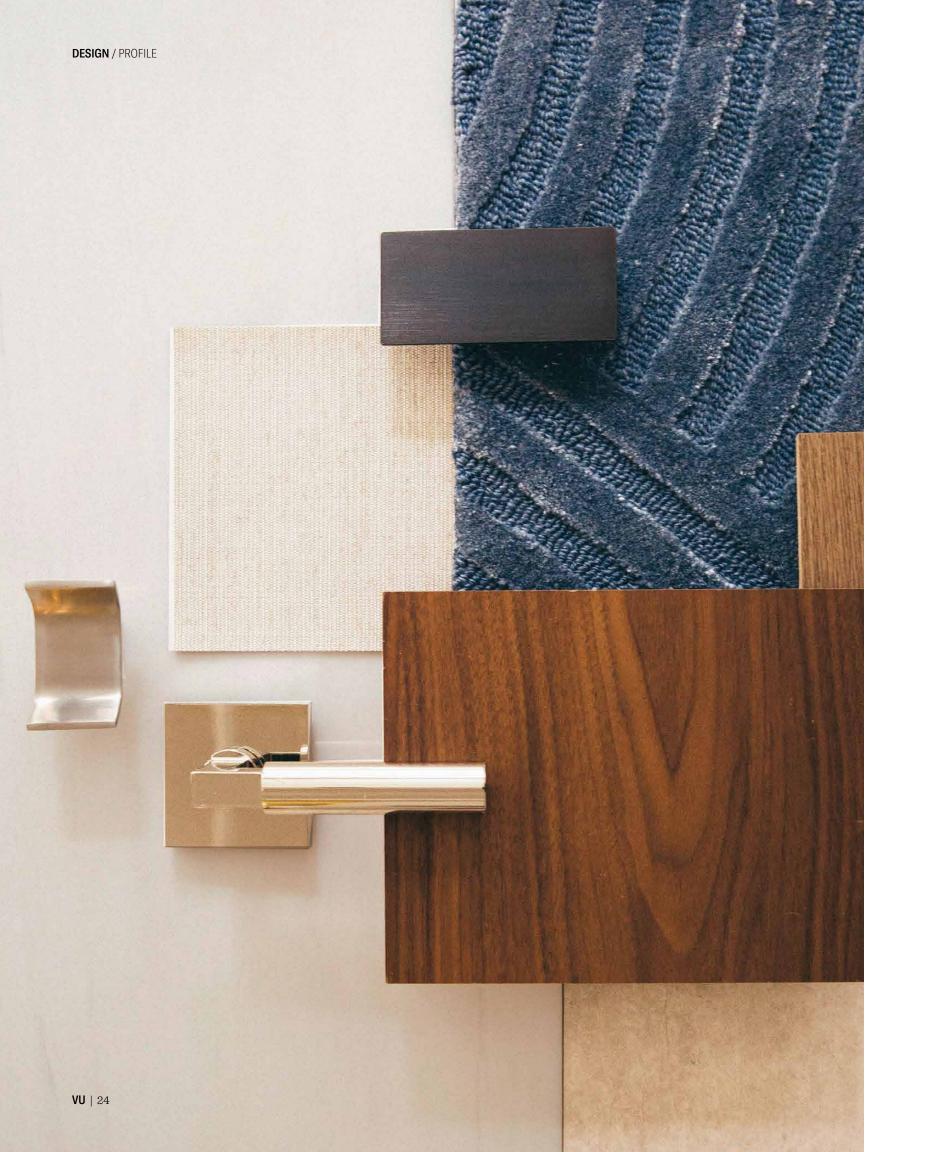
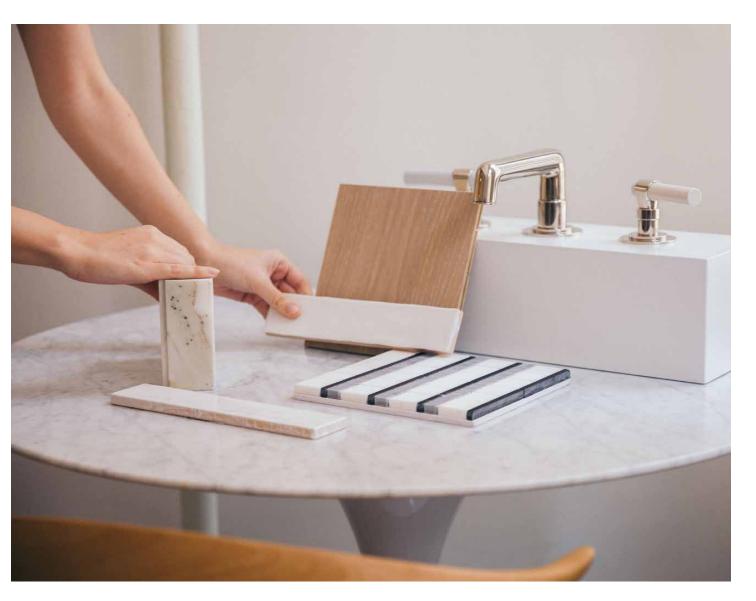


Photo by: Bill Gentle





#### MATERIALS WITH PURPOSE

Paris Forino, one of New York's most in-demand designers and tastemakers, has created a seamless transition between VU's interiors and the city outside. On a sunny Tuesday in her downtown studio, Forino discusses her striking designs custom tailored for VU.

## COFFEE WITH PARIS FORINO:

### Q: IN WHICH WAYS DID THE SURROUNDING NEIGHBORHOODS HELP INFORM YOUR INTERIOR DESIGN FOR VU?

A: I think the area is energetic and vibrant. Our studio shops at the New York Design Center at 200 Lexington all the time. It's a fantastic, unique New York neighborhood—and, like any neighborhood in New York, it has its own personality. Kips Bay is fabulous. It's established but rapidly changing as the renaissance in NoMad moves East. We wanted to capture that energy in the interiors in an approachable, elegant way.

#### Q: YOUR WORK STRIKES A BALANCE OF HARD AND SOFT, LIGHT AND DARK, TRADITIONAL AND MODERN. HOW DO YOU FIND THAT PERFECT BALANCE, AND HOW MUCH OF A ROLE DID THAT PLAY IN YOUR PROCESS WITH VU?

**A:** Our interiors are light, airy, fresh, and warm. We use rich materials and clean lines. It all talks together cohesively. The palette is quite refined and just lovely—elemental with rich materials like wood, stone, and metals. It has a nice neutrality but it's also sumptuous.

## Q: YOUR WORK HAS BEEN DESCRIBED AS "GLAMOROUS AND UNDERSTATED" AND YOU HAVE A REPUTATION FOR BEING METICULOUS. WHERE AT VU ARE THESE TRAITS MOST REFLECTED?

**A:** The lobby is going to be absolutely stunning. By turning the travertine stone flooring 90 degrees, we created a pattern in varying shapes that took quite a bit of design to achieve. It's going to be simple and beautiful but when you look at it, you'll notice how much thought and care has gone into it. The wood walls have black and metal inserts in them. A multi-globe chandelier with hand blown white glass and fine copper mesh baskets enhances the front seating and concierge areas.

### Q: IF YOU LIVED AT VU, WHICH RESIDENCE WOULD YOU CHOOSE?

**A:** The penthouse, of course—it's fabulous. But honestly, each home is special in one way or another, and light plays a big part of that. Some with ample morning light for early birds, others that face west are ideal for summer sunsets.



Above: VU Materials Opposite: Paris Forino's Studio

### Q: VU WILL BE THE DEBUT OF YOUR WATERWORKS PRODUCT LINE. TELL US A LITTLE BIT ABOUT THIS COLLABORATION.

**A:** We admire Waterworks' craftsmanship and quality and our clients always praise their offerings. So we thought: 'Why don't we work with them, and do our own line?' Called "Grace," it's a limited number of fixtures and accessories that have been produced exclusively for the residences at VU.

## Q: WHAT ARE SOME OF THE MORE PERSONAL TOUCHES IN THE DESIGN OF THE FIXTURES THAT RESULTED FROM THIS PARTNERSHIP?

A: We're absolutely thrilled with the outcome. We customized the handles by adding enamel levers with just a touch of color. The towel rails will have the same enamel finish. Everything is very bespoke. No one can buy these materials. That's what makes it so special, they're all unique to VU.

### Q: VU'S RESIDENCES HAVE STUNNING VIEWS OF THE CITY IN ALL DIRECTIONS. HOW DID THIS INSPIRE YOUR DESIGN?

**A:** We wanted the feeling of air and light to come through. The clean, modern lines help make it reflective. And the great floor-to-ceiling windows keep the eye drawn out.

#### Q: FINALLY, WHAT ARE THE THREE WORDS THAT DESCRIBE VU?

A: Airy, elegant, and refined.









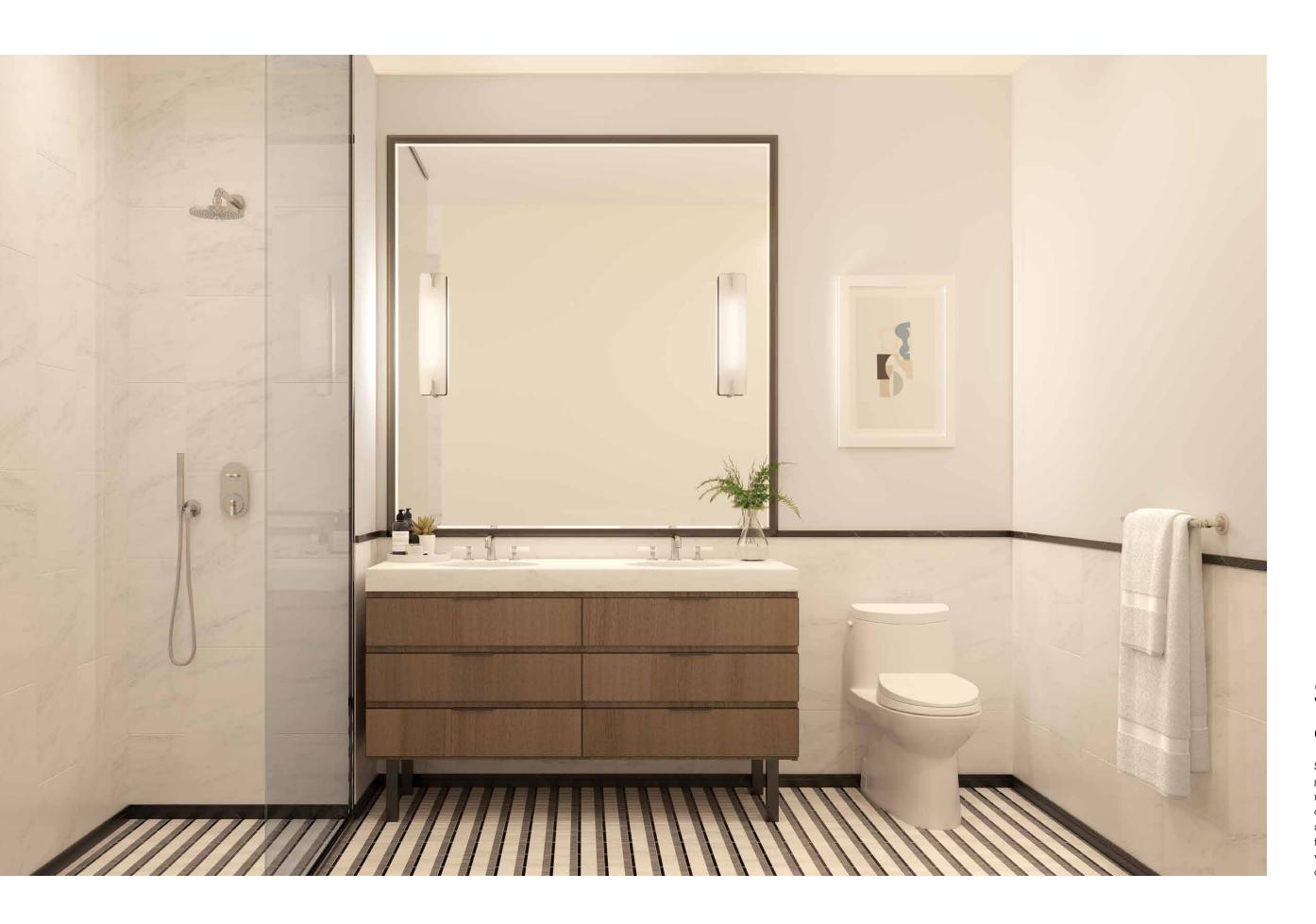
## IMPECCABLY APPOINTED

Kitchens at VU imbue a feeling of comfort and convenience. Appointed in a sophisticated and light palette of natural materials such as marble, bleached oak, and white lacquer, outfitted with Miele appliances, they are a chef's dream.



## ELEVATED ENTERTAINING

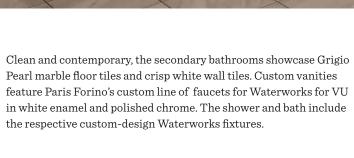
Designed with entertaining in mind, the penthouse kitchens are perfect for gatherings large and small. Filled with light from every direction and wide open to views of the city below, the penthouse kitchens always deliver a dramatic backdrop. Clean and contemporary layouts are finished in a palette of natural materials and include a built-in breakfast nook, oversized central island, and Miele appliances throughout including a full-height wine refrigerator.

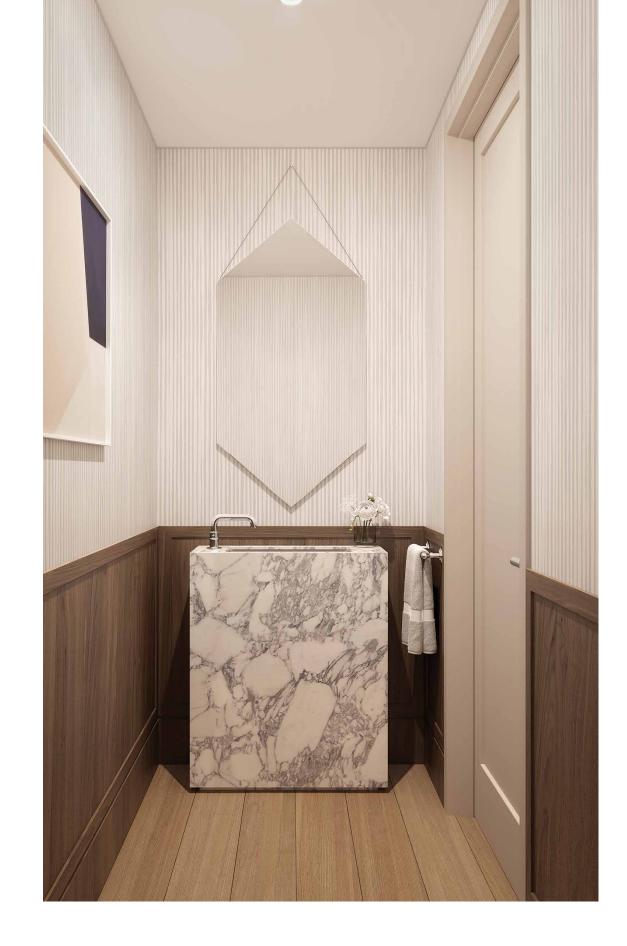


## SERENE & PRISTINE

Spacious master bathrooms feel like a tranquil spa getaway with walls clad in oversized soft white marble tiles and an intricate mosaic floor pattern comprising of three different marbles. Dual sinks are complemented by Paris Forino's custom line of faucets for Waterworks in polished chrome. The walk-in shower features respective Paris Forino custom-line fixtures.



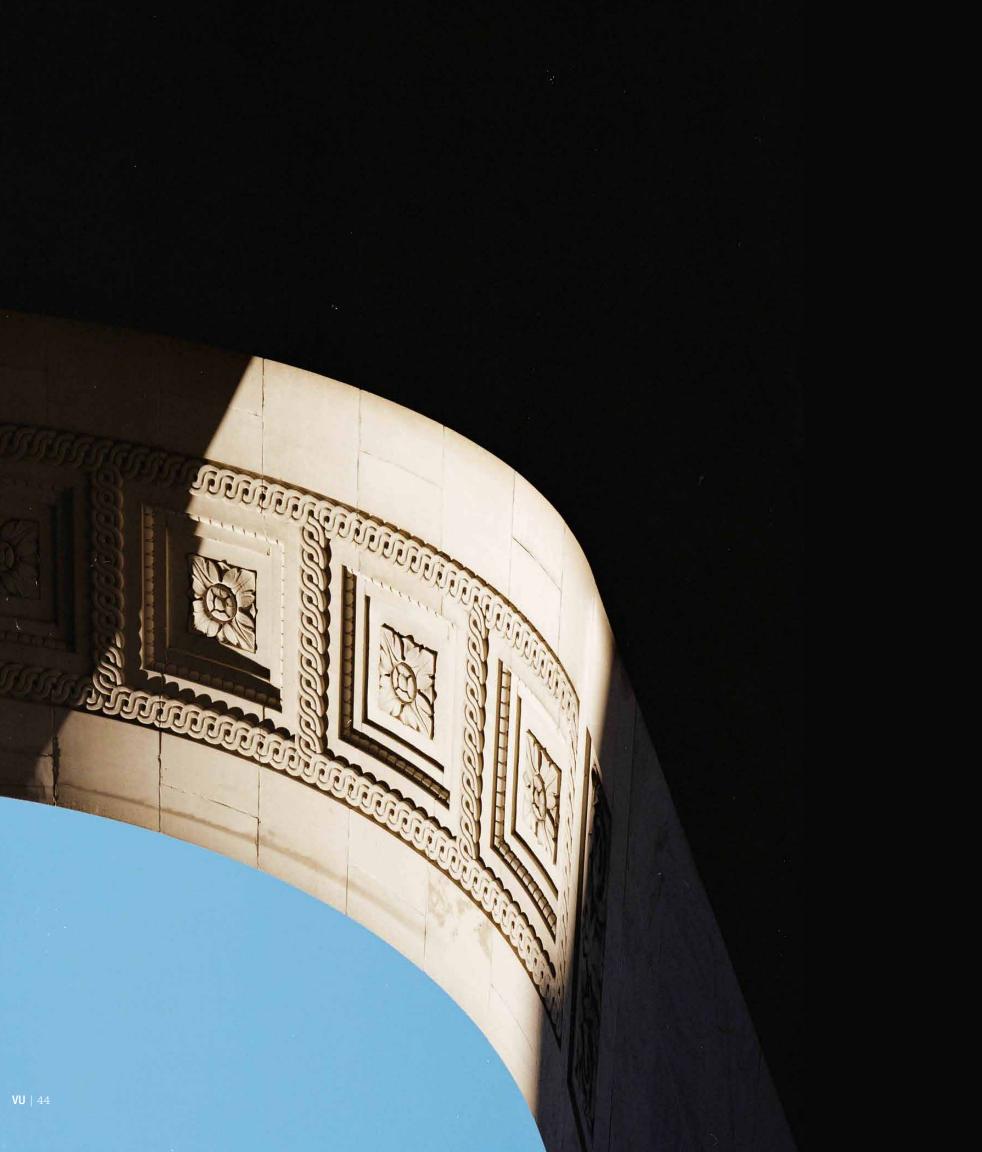




A marble slab vanity is the trophy piece of the powder rooms at VU. Rich walnut wood panels clad the walls while a Paris Forino custom designed vanity mirror gives the room a modern touch.







## **NEW YORK MINUTE**

A morning, afternoon, and evening in NoMad, Flatiron, Gramercy, and Kips Bay



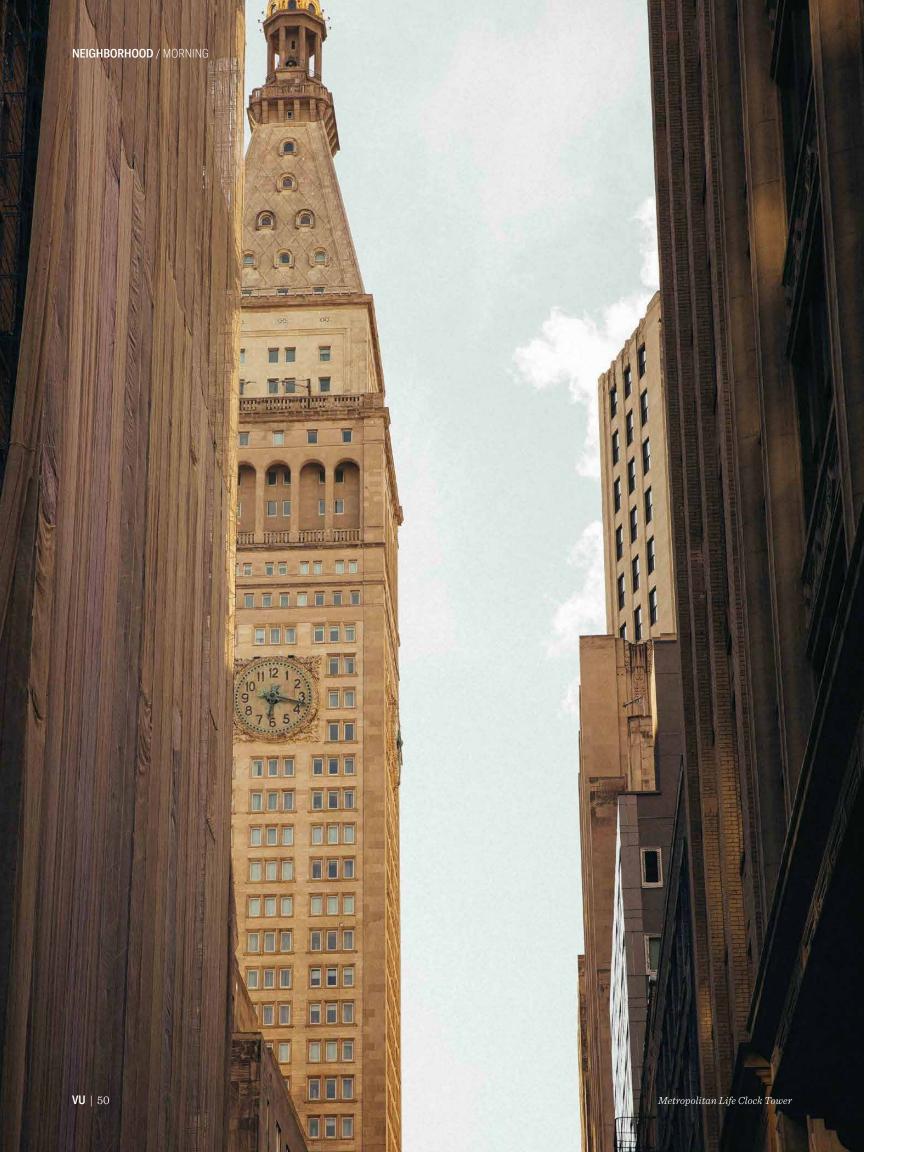
The morning at VU starts by catching the sunrise over the East River. Endless possibilities are just outside—from nearby parks and trendy cafés to renowned cultural institutions and old-school eateries—there's no shortage of options.

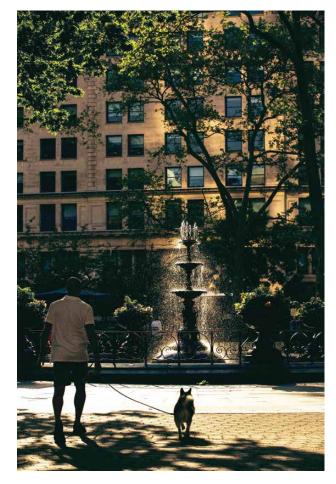
The East River Greenway is easily accessible for morning runs and bike rides, whether you are heading Uptown or Downtown. At the East 34th Street Landing, a ferry waits to carry you to Brooklyn and Queens—offering a relaxing trip among the three boroughs. Citi Bike stations dot the neighborhood and the 4, 5, and 6 trains are nearby to make any morning commute convenient. The East Side location and its proximity to the Midtown Tunnel makes LaGuardia and JFK airports remarkably accessible.

Elevate your morning coffee at Felix Roasting Co. with house-made almond milk served in an artfully designed cup. Nearby, Australia's famed Bourke Street Bakery is the perfect spot to find rustic breads and freshly made pastries. If you're looking for a more leisurely sit-down morning experience, Penelope is a local favorite.

After breakfast, prepare for the dinner party you are hosting by taking a stroll to the famed Flower District and the Union Square Greenmarket, where many of the city's top chefs come to procure seasonal produce year-round.



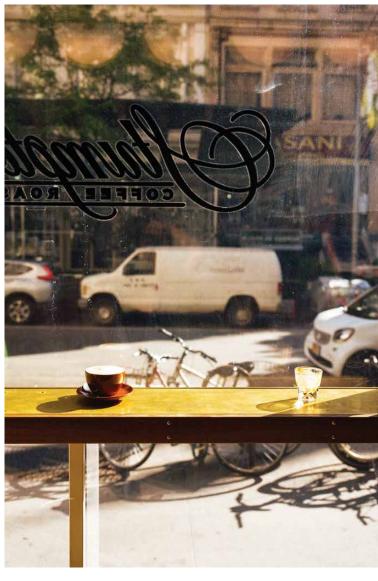




Madison Square Park



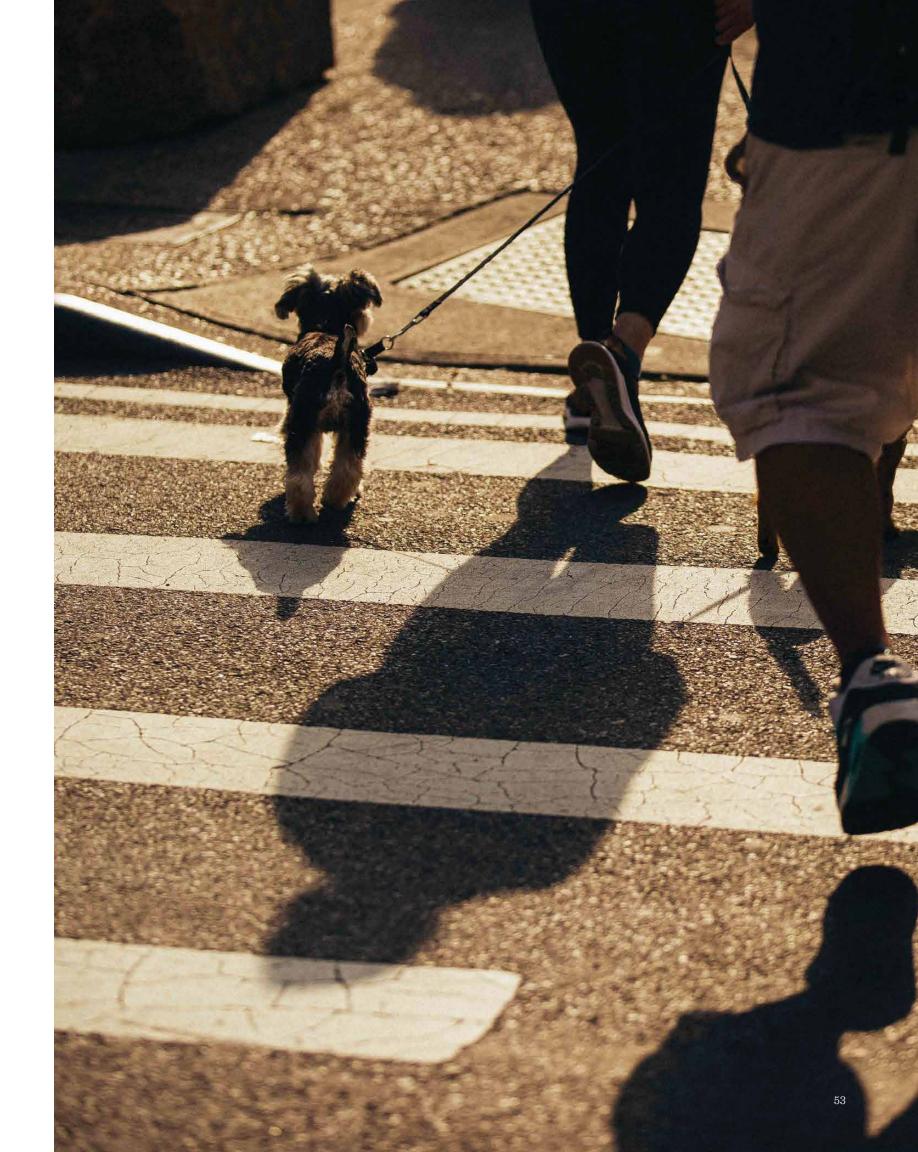
4, 5, 6, R, W, F & M Trains Accessible



Stumptown Coffee Roasters



NYC Ferry at East 34th Street





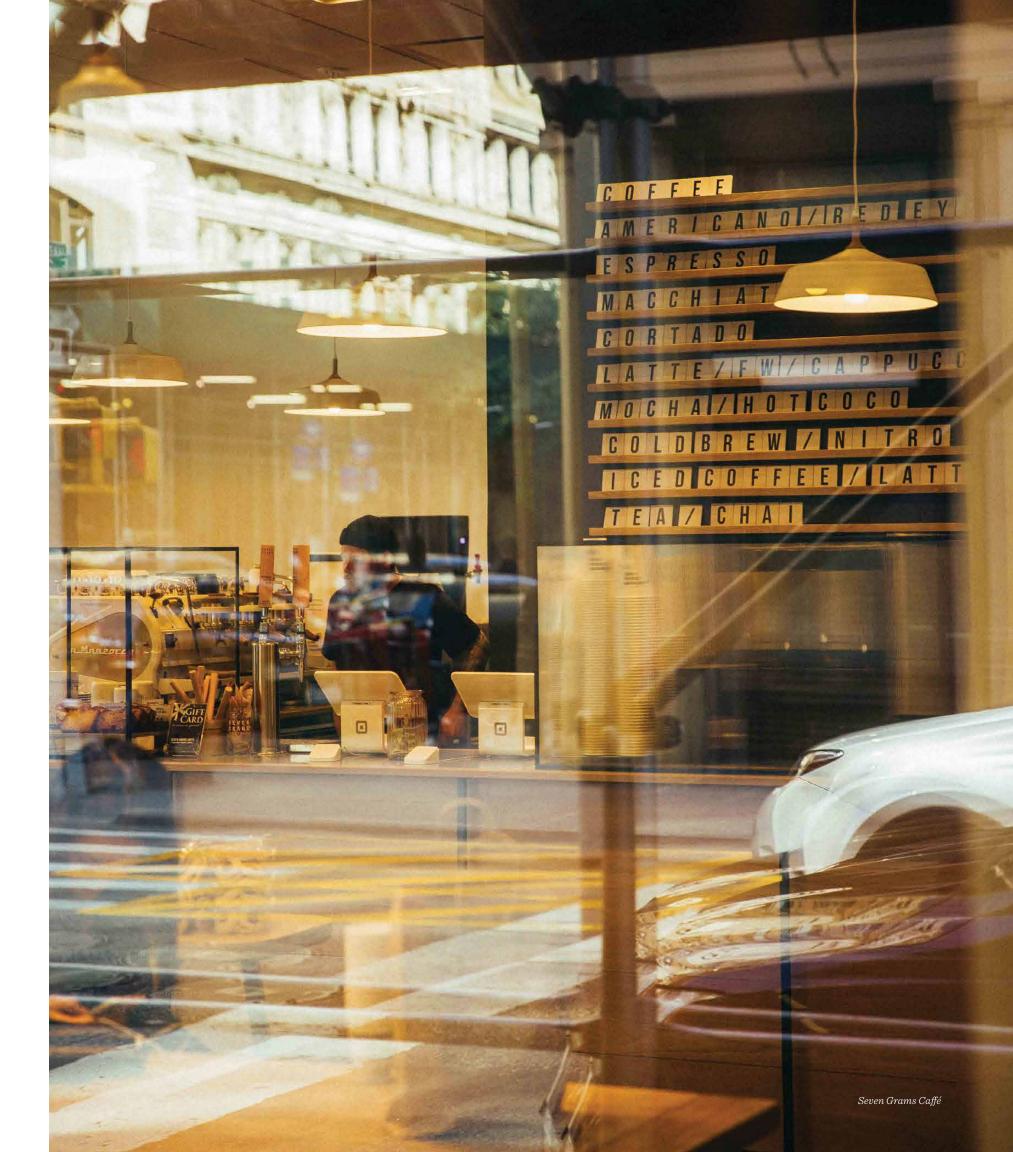


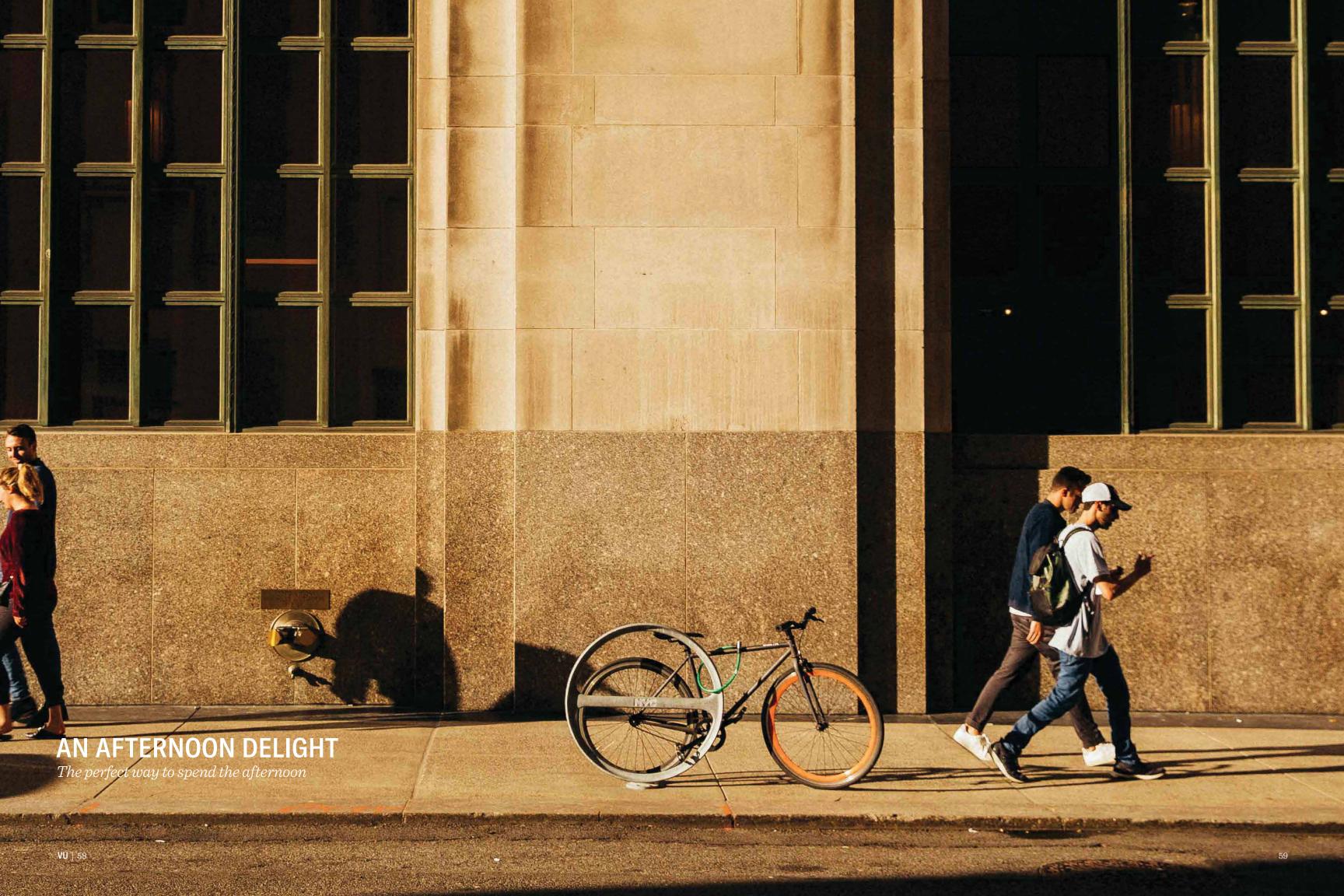
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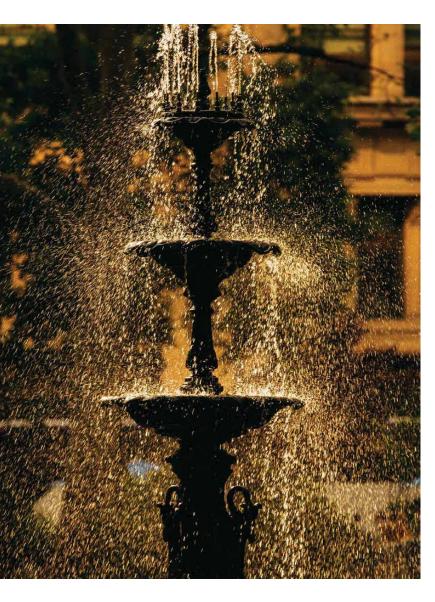




Seven Grams Caffé



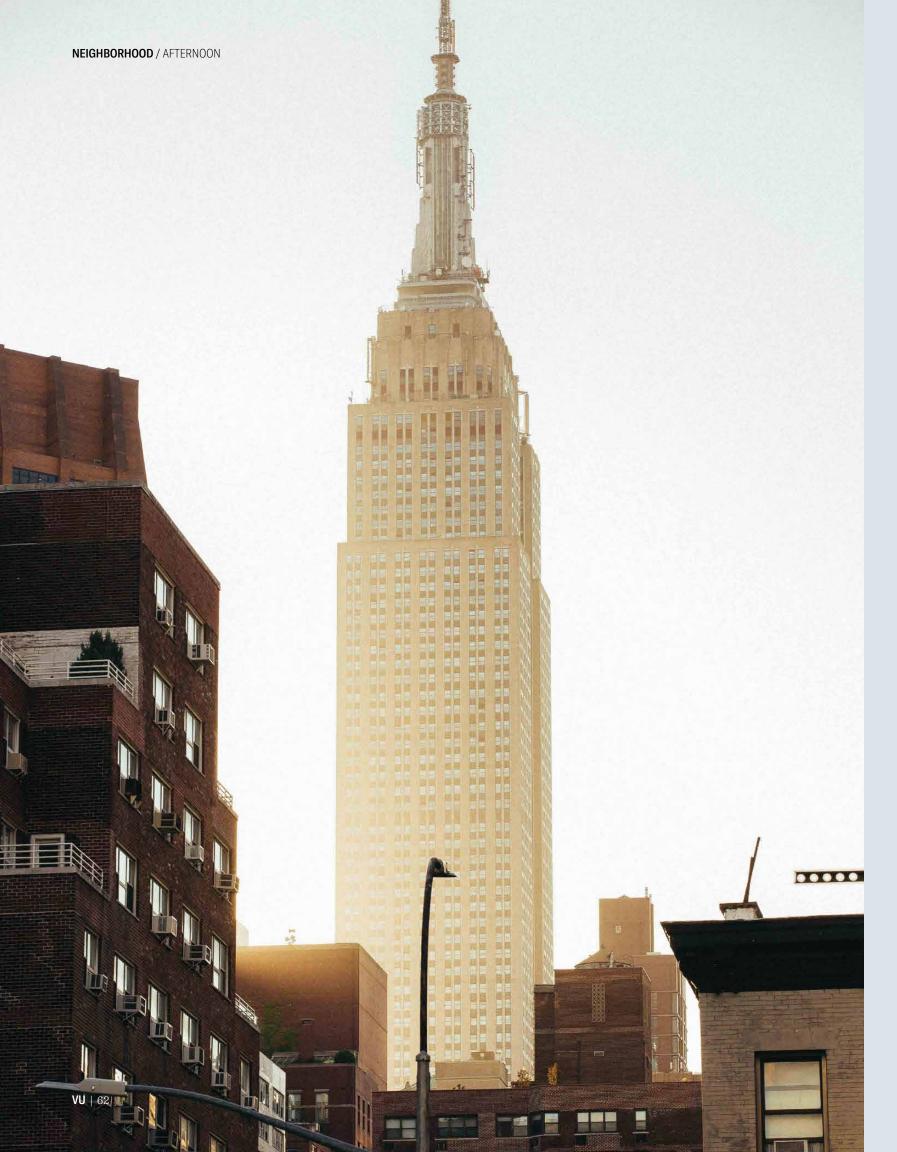












## A leisurely lunch at a Michelin restaurant, an art exhibit in your favorite park, and shopping.

The Ace Hotel New York helped revive the NoMad neighborhood, bringing a wave of acclaimed restaurants, trendy hotels, and new residential development to the area. And if there is a heartbeat to this revival, it is the Ace—de facto living room meets lobby lounge, a great place to enjoy a coffee or a cocktail before an afternoon of shopping with friends.

Just outside the Ace is the highly curated Project No. 8, a minimalist space where you can find unique objects, journals, and high-quality fashion. Also in the area is the iconic Rizzoli Bookstore and Dover Street Market, a London transplant with a cult following featuring luxury labels and emerging designers in a highly curated setting. If you are looking to restock your pantry, head to Kalustyan's, the specialty food store, a renowned destination for culinary obsessives seeking spices and other esoteric ingredients.

Perhaps the best part of any New York afternoon is the wide variety of lunch options at your fingertips. A stretch of Lexington Avenue between 27th and 28th Streets is known for its authentic Indian restaurants while the 2nd Avenue Deli is a New York institution just a few blocks north. The hip Freehand hotel's popular rooftop bar, Broken Shaker, is perfect for an afternoon bite and cocktail if you are looking for something more trendy.

After refueling with lunch, explore a number of top-notch cultural attractions such as the Morgan Library & Museum, a remarkable venue known for its fine art, literature, and musical performances. On a sunny day, find a bench in Madison Square Park and surround yourself in an oasis of art-filled green space. And, if you're craving an escape with access to the ocean, the Hampton Jitney, which stops at 40th Street and Third Avenue, will whisk you out east in just a few hours.



Eleven Madison Park

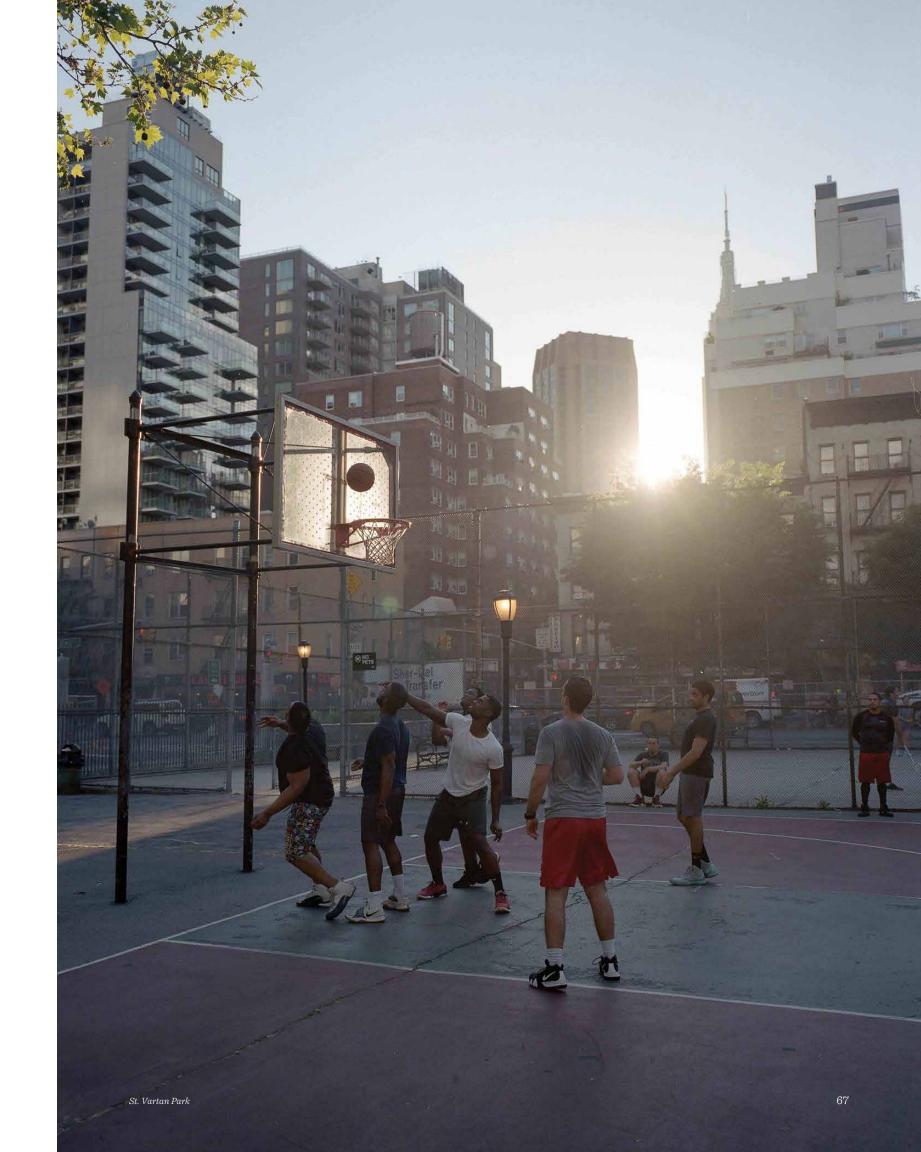




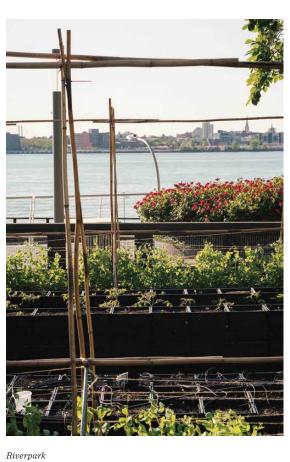
Rizzoli Bookstore Dover Street Market



Madison Square Park









 $East\,River$ 

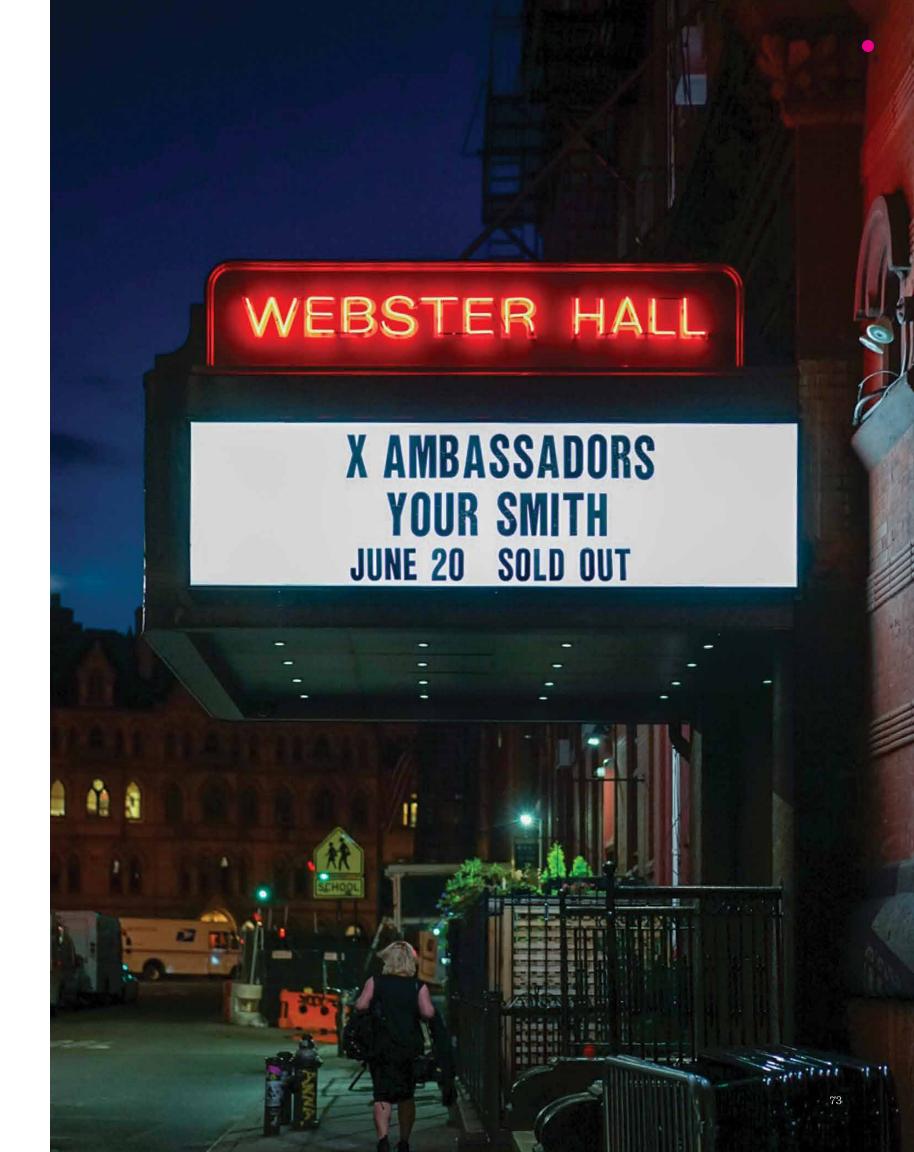


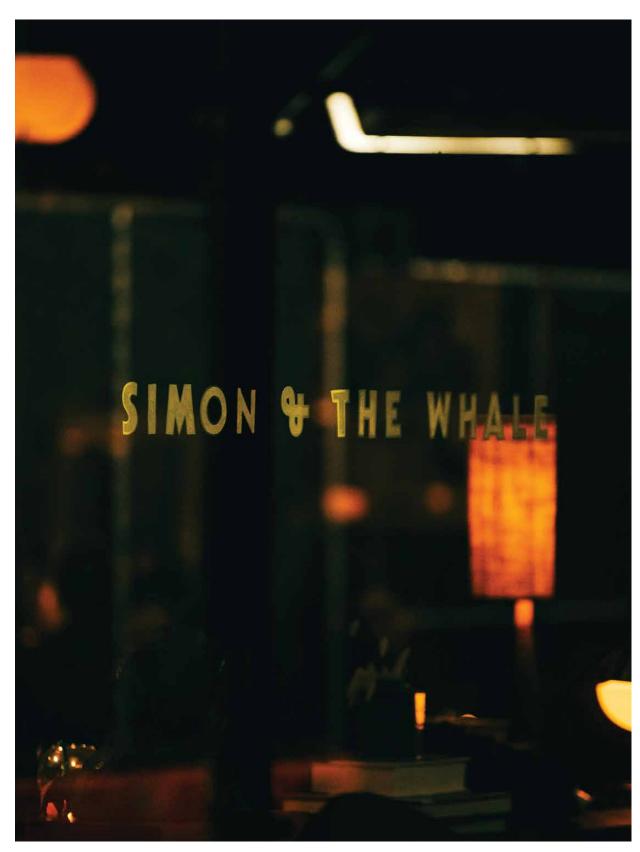






The NoMad Hotel





Simon & The Whale



Ruby's Kips Bay



As afternoon fades away in a burst of rich, golden sunlight, it is replaced with the anticipation of the evening ahead. The city's best restaurants, cocktail dens, and entertainment venues take center stage this time of the day. Old and new alike, there's an option for all occasions.

In the world of fine dining and Michelin stars, Eleven Madison Park is not only a New York favorite, but was named the best restaurant in the world, located in the stately Metropolitan Life Building just off Madison Square Park. Many fashionable favorites that surround VU eschew white table clothed formality and offer more casual and lively experiences. A few blocks away in NoMad, there is the critically acclaimed Atomix, which focuses on modern Korean small plates.

Weeknight dining options include Danny Meyer's Marta, Maialino, or the local go-to tapas restaurant, Casa Mono, to name a few. For a casual, classic experience, Old Town Bar, which has been open since 1892, still beckons lively local crowds to its marble and mahogany bar for burgers and pub fare staples.

Some evenings you might be inspired to follow dinner with some live music or a show. Just down the street from VU lies the Gramercy Theatre, Irving Plaza, and Webster Hall for live performances and concerts by your favorite artists.

When the curtain goes down, the evening is still alive. Nightlife options abound for those seeking bars serving craft cocktails. Simon & The Whale in Kips Bay and the NoMad Bar serve Prohibition-style libations created by the city's top mixologists. The Gramercy Park Hotel's Rose Bar continues to be a nightlife destination in an area that keeps reinventing itself for the modern New Yorker.

As the evening winds down, return home to VU and your personal corner in the sky. Each memorable evening out ends with the glowing lights of the city and incomparable views that are all your own.

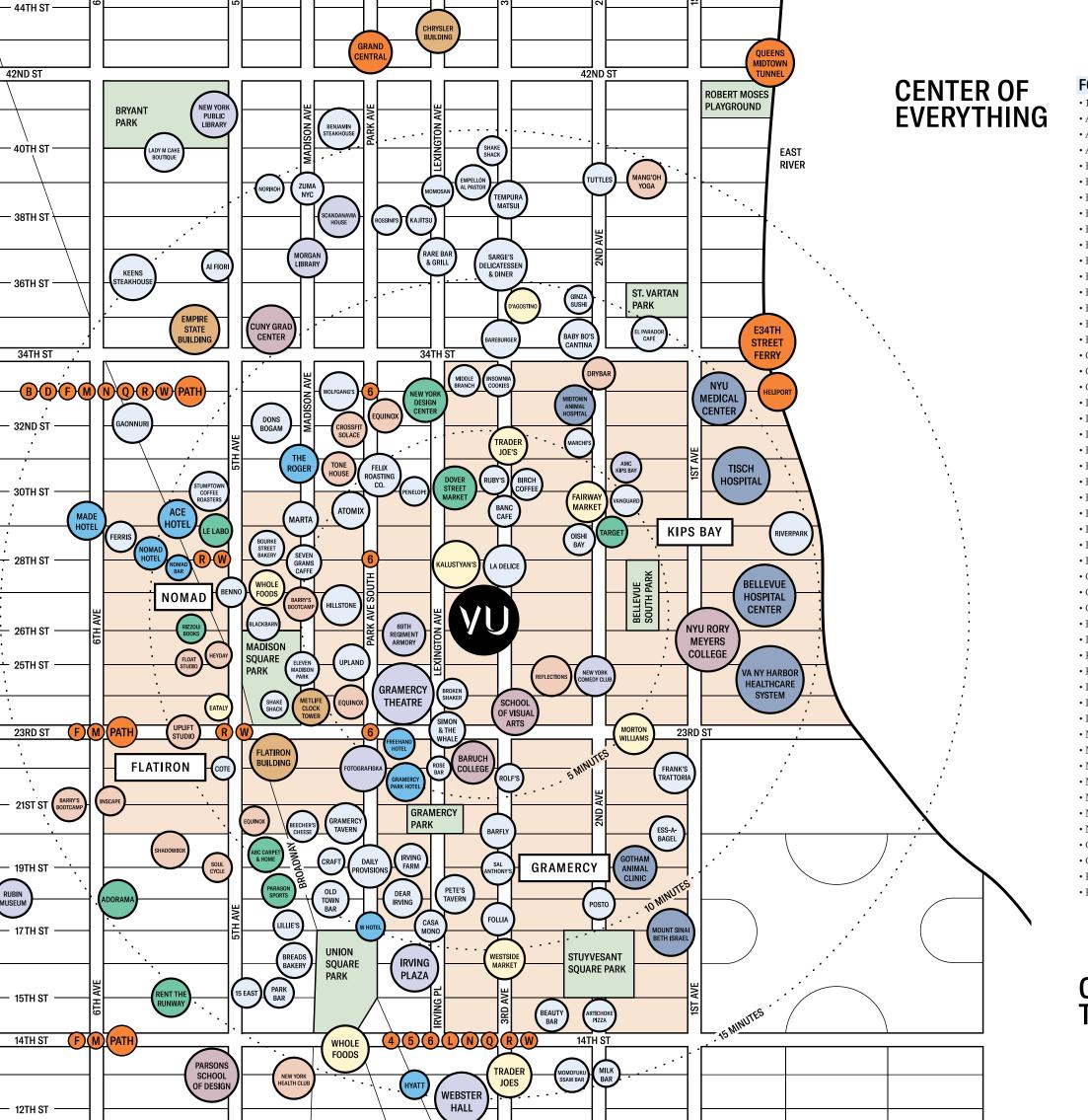




Marta

The NoMad Hotel





#### **FOOD & DRINK**

- 15 East
- Artichoke Basille's Pizza

- Beauty Bar
- · Beecher's Handmade Cheese

- Blackbarn
- · Breads Bakery
- Broken Shaker
- · Casa Mono
- Cote
- · Daily Provisions
- Dons Bogam

- Felix Roasting Co.

- · Lady M Confections
- · Marchi's Restaurant

- Norikoh
- Old Town Bar
- Park Bar
- Penelope

- Ai Fiori
- Atomix
- · Baby Bo's Cantina
- Banc Cafe
- Bareburger
- Barfly
- Benjamin Steakhouse
- Benno
- Birch Coffee

- Craft
- Dear Irving
- El Parador Café
- · Eleven Madison Park
- · Empellón Al Pastor
- · Ess-a-Bagel
- Ferris
- Follia
- Frank's Trattoria
- Gaonnuri
- Ginza Sushi
- Gramercy Tavern
- Hillstone
- Insomnia Cookies
- Kajitsu
- Keens Steakhouse
- La Delice
- Lillie's

- Marta
- · Middle Branch
- Milk Bar
- Momofuku Ssäm Bar
- Momosan
- · Oishi Bay

- Posto Thin Crust Pizza
- Rare Bar & Grill
- · Riverpark

• Rolf's

• Rose Bar

· Rossini's

• Sal Anthony's

· Shake Shack

· Seven Grams Caffé

• Simon & The Whale

· Wolfgang's Steakhouse

· Tempura Matsui

**PROVISIONS** 

• Eataly - Flatiron

• Fairway Market

• Morton Williams

• Westside Market

SHOPPING

• Adorama

• Le Labo

Target

HOTELS

• Ace Hotel

• Freehand Hotel

• MADE Hotel

• W Hotel

• Gramercy Park Hotel

· Hyatt Union Square

• The NoMad Hotel

• The Roger New York

• Trader Joe's - Gramercy

• Trader Joe's - Kips Bay

• Whole Foods - NoMad

• ABC Carpet & Home

• Dover Street Market

Paragon Sports

· Rent the Runway

• Rizzoli Bookstore

• New York Design Center

• Whole Foods - Union Square

• D'Agostino

• Kalustyan's

Tuttles

• Upland

• Vanguard

• Sarge's Delicatessen & Diner

• Stumptown Coffee Roasters

• Ruby's

• Pete's Tavern

- Gramercy Theatre
  - Irving Plaza

• Fotografiska

**CULTURE** 

- The Morgan Library & Museum
- New York Comedy Club

• 69th Regiment Armory

• AMC Kips Bay 15

- · New York Public Library
- The Rubin Museum of Art
- · Scandinavia House
- Webster Hall

#### **MEDICAL**

- Bellevue Hospital Center
- Gotham Animal Clinic
- Midtown Animal Hospital
- Mount Sinai Beth Israel
- NYU Medical Center
- VA NY Harbor Healthcare System

#### WELLNESS

• Tisch Hospital

- · CrossFit Solace
- Drybar
- Equinox Flatiron
- Equinox Gramercy
- Equinox Park Avenue • Float Studio
- Heyday
- Inscape
- Mang'Oh Yoga
- Reflections
- SoulCycle

#### HIGHER EDUCATION

- Baruch College
- The Graduate Center, CUNY
- NYU Rory Meyers College of Nursing
- Parsons School of Design
- · School of Visual Arts

#### TRANSPORTATION

- Citi Bike
- East 34th Street Ferry
- Grand Central Terminal
- Metro-North
- PATH Train
- Queens Midtown Tunnel
- Subway Lines: B, D, F, L, M, N, Q, R, W, 4, 5, 6

## COMMUTE TIMES:

- 20 Minutes to LaGuardia
- 20 Minutes to Central Park
- 6 Minutes to the East River Bikeway
- 1 Hour to the Fire Island Ferries
- 32 Minutes to Hoboken
- 10 Minutes to the BLADE Heliport and Lounge
- 2.5 Hours to the Hamptons

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#### THE TEAM

#### MINRAV DEVELOPMENT

Minrav is a development and investment company with a portfolio comprised of new residential condominium developments in New York City and multi-family properties in primary and secondary markets across the United States. Through disciplined market and product analysis, outstanding relationships with institutional lenders, and proficiency in development and construction, Minrav's primary focus is delivering the highest quality product. With over 100 years of combined real estate experience and thousands of units developed and sold, Minrav has a proven track record of developing and operating residential properties.

#### **SLCE ARCHITECTS**

SLCE Architects is celebrating more than 75 years as one of New York's most prolific and enduring architectural firms, one with a prominent role in reshaping the NYC skyline. Our highly respected architects work closely with both developers and not-for-profit organizations who rely on our quality and consistency in completing architectural work. In New York alone we have directly participated in more development than any other architectural firm, and our projects have helped reshape every borough since our founding in 1941. Our portfolio at SLCE is wide-ranging and addresses a broad variety of aesthetic, social, and economic needs. Projects include luxury condominiums, low-rise buildings, tall towers, buildings with traditional approaches and those pushing the boundaries of modernism, hospitals, hotels, religious institutions, schools, single-room occupancy (SRO) housing for the formerly homeless, affordable housing, senior housing, and renovation and rehabilitation projects.

#### PARIS FORINO DESIGN

Paris Forino established her design studio in 2012 after building a body of work for ten years with designers and architects in Sydney and New York. She has steadily gained a reputation for understated elegance fulfilling commissions for homes, multi-family residences, luxury hotels, and furnishings. Function, context and harmony are touchstones in her work, combining tradition with modernity. The arts, couture and travel inspire intelligent, beautifully executed concepts. Paris' custom product designs emphasize demanding levels of beauty without compromising function. Her capabilities extend from furniture to bathroom fixtures, ensuring that her vision is fully executed in all of her projects. She has been featured in Elle Décor, Architectural Digest Online, NBC New York's Open House TV and Interior Design magazine and honored as a "Star on the Rise" by Design & Decoration Building. Her studio was ranked by the New York Post as one of the "Top 4 Firms Designing New York City."

#### **BROWN HARRIS DEVELOPMENT MARKETING**

Brown Harris Stevens Development Marketing specializes in the marketing, sales and leasing of exceptional new residential developments. BHSDM's comprehensive services deliver a meticulous approach to the development process including site analysis, market research, predevelopment planning, design consultation, strategic marketing, and focused sales and leasing. With a foundation rooted in collaboration, every stage of the process is approached with innovative thinking, the latest technologies, unrivaled market knowledge and rigorous attention to detail. As a division of Brown Harris Stevens, the recognized real estate industry leader since 1873, all projects are supported by experienced professionals throughout New York, New Jersey, Connecticut, Florida and select global partners.

#### **PANDISCIO GREEN**

Pandiscio Green is a New York based creative studio specializing in branding, graphic design, creative direction, and strategic marketing. Our work spans various categories — including luxury real estate, hospitality, publishing, art, and emerging brands. Our intimate team of designers has been entrusted by artists, architects, curators, restaurateurs, hoteliers, and other visionaries, to create the essential proof of concept that catalyzes their ideas and lays the groundwork for everything that will come next. German Architectural Digest anointed us "The father of the branded address" and the The New York Times described our method "Every [Pandiscio Green] project exists in its own elaborately constructed social and aesthetic universe."

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