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Renderings and pricing revealed for VU, new Murray Hill condo with amazing views

By Dana Schulz

Impressions: 553,300



All renderings by Unmarked Studio

Murray Hill might not be the first neighborhood that comes to mind when thinking of luxury condos, but that just might be a good thing. VU, the new 100-unit project at 368 Third Avenue, is one of the tallest buildings in the neighborhood, which affords its 100 units incredible views of the East River, Midtown, and even down to the World Trade Center. We've now got our first look at the flashy new project, along with a pricing reveal.



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Minrav Development is behind the project. They brought on SLCE Architects to design the LEED-certified structure, for which their approach was “New Age Modernism.” According to a press release, the firm reached this aesthetic by using “clean lines, bronze embellishments, and sculpted chevron details.”



The interiors were designed by Paris Forino, who sought to “evoke a sense of timelessness and refinement.” Details in the homes include bleached white oak flooring, oversized, double-glazed windows, and custom-designed plumping fixtures. The kitchens, like the rest of the homes, have a neutral palette with natural materials. This includes honed Calcutta Z marble countertops and backsplashes, white oak and lacquer cabinetry, and polished nickel hardware. They also have Miele appliances.

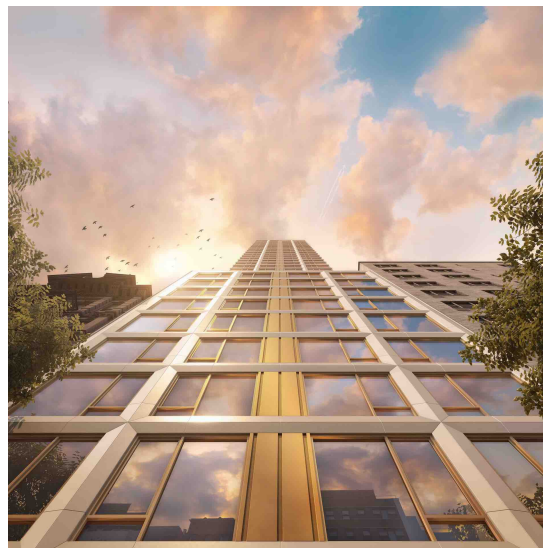


As for amenities, VU does not disappoint. The second-floor amenity suite includes a resident lounge with work-from-home capabilities, a media room, a state-of-the-art fitness and training center, and a “quiet energy room for stretching and breathwork.” The 36th-floor roof deck is beautifully landscaped and allows residents to take in all the views. Other perks are a 24-hour attended lobby, pet spa, bike storage, laundry room with high-capacity washers and dryers, mailroom and package storage, and private storage available for purchase.

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Though VU is technically in Murray Hill (it's on Third Avenue between East 26th and 27th Streets), it's right on the cusp of Nomad, Flatiron, Gramercy, and Kips Bay. It's just two blocks from the 6 train at 28th Street and a few blocks from Madison Square Park. Another perk is that Trader Joe's and Fairway are both a quick walk away.



Sales at the 36-story tower are launching today. There are 100 apartments, with starting prices as follows: studios from \$829,000; one-bedrooms from \$999,000; two-bedrooms from \$1,855,000; and three-bedrooms from \$2,999,000. There are also two duplex penthouses with outdoor terraces that crown the building. Closings are expected to begin in summer 2021.

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