

# NYP REAL ESTATE HOME

**GIMME SHELTER**  
Gina Gershon and Bobby DeKeyser shack up in \$8.2M duplex

35

New York Post, Thursday, January 29, 2015

nypost.com

**PARIS FORINO THE AUSSIE NEWCOMER**



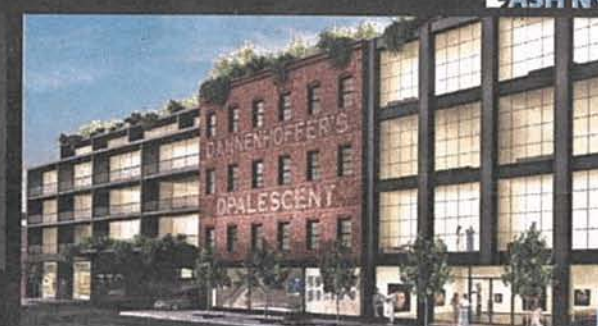
**GRADE NEW YORK THE HAMPTONS VISIONARIES**



**ODA THE BIG-THINKING FUTURISTS**



**ASH NYC THE ALL-IN-ONE DESIGN GUYS**



# THE GOTHAM QUARTET

Four design firms shaping the way you'll live in the years to come

**CLOCKWISE FROM TOP LEFT:** 1. Interior designer Paris Forino is making her NYC mark with 50 Clinton. 2. GRADE New York's Thomas Hickey and Edward Yedid with their 289 Parsonage Lane project in Sagaponack. 3. 100 Norfolk Street is one of the newest projects from ODA chief Eran Chen. 4. 336 Himrod Street comes from ASH NYC, which is making a splash with projects rising across Brooklyn and Manhattan.

Photo credits: Courtesy of Paris Forino, GRADE, Bespoke Real Estate, ODA New York (2), Adrian Mesko

By ZACHARY KUSSIN

**R**EACHING high into the sky, large-scale developments, like 432 Park Ave. and 30 Park Place, are leaving their stamps on Manhattan by staking their tall claims on the skyline. But a number of smaller projects are also carving out a place for themselves from Manhattan to Brooklyn, even some all the way out to the Hamptons. Here's a look at four busy city-based architectural and design firms lending their own touch to the changing landscape.

➤ **Paris Forino Design**

Year founded: **2012**

Number of staff: **8**

Signature style: **Historical, yet modern**

Breakout project: **Lobby/wine bar at the GEM Hotel (2014)**

What's next: **Condo at 1562 Second Ave.**

CetraRuddy alumna Paris Forino, an interior designer by trade, now leads the two-year-old Paris Forino Design, which is handling interiors for two upcoming Lower East Side projects.

There's no word on when sales will launch at 204 Forsyth and 50 Clinton Streets, but the look at both will be old-world chic, says the Australia-born designer, who also worked

with Adam Tihany and studied interior design at Sydney's University of Technology.

Forino's traditional details at 204 Forsyth include master bathrooms with black and white-striped marble flooring. "It has a — not to use my name — a very Parisian feel," she quips.

Meanwhile, the 37-unit 50 Clinton, which hasn't started construction, also blends old

and new: Herringbone floors and mirror-polished metal kitchen islands show one juxtaposition here.

"I'm always trying to catch some of these people before they completely blow up," says Douglas Elliman Fredrik Eklund, who's working with Forino on these Lower East Side addresses, of up-and-coming design types — including Forino herself. "Not only can my developers afford them, but they also have the time to pour their heart and soul into each project, and she's one of those."

They're also working together in Sweden, where Eklund tapped her to work on his

upcoming block-long 70-unit central Stockholm condo development, The Corner House.

"There's a flair of Europe in her design," says Eklund. "She's the best example right now of mixing old and new, uptown and downtown."

Design touches at The Corner House include black and white checkerboard marble flooring in the master bathrooms, brass details in decorative hardware and cerused oak paneling on the powder rooms' walls.

"It's a little bit of New York in Stockholm," she says.

See **QUARTET** on Page 36.

# THE TOP 4 FIRMS DESIGNING NYC



**POOL PARTY:** Grade's Hamptons project at 287 Parsonage Lane; principals Hickey and Yedid.



Bespoke Real Estate



Courtesy of GRADE



Artisan Munkoff



Christian Harrier

**3's COMPANY:** ASH (left) staged a 27 Howard St. loft (above), which reportedly belongs to actor Jonah Hill.



**JAY POP:** ODA's Chen (inset) and the firm's vault-like lobby at 51 Jay St. in Brooklyn.

ODA New York

## QUARTET from Page 35

### GRADE New York

Year founded: **2001** Number of staff: **24** Signature style: **Contemporary** Breakout project: **A TriBeCa loft on White Street (2005)** What's next: **100 Barclay Street**

The architectural and interior design firm GRADE New York is having a moment in the posh East End. The firm is now working on three luxe side-by-side Sagaponack homes — the firm's first-ever ground-up Hamptons projects — two of which are now under construction and all asking big bucks. The addresses span 285 to 289 Parsonage Lane, with prices ranging \$19.99 million to \$25.99 million; this entire 15.9-acre plot is also asking \$59.9 million, which is reportedly the village's priciest listing.

Developed by Jay Bialsky and marketed by Bespoke Real Estate, these modern-looking builds boast 8,400 to 10,000 square feet of space, custom kitchens, pools and tennis courts.

"We wanted to make them similar to capture all the qualities of the Hamptons lifestyle: Luxe living and open spaces," says interior designer Edward Yedid, who

helps the firm with founder and architect Thomas Hickey; Yedid met Hickey in 2002 while he was his student at Parsons School of Design.

But GRADE also designed each property with finishes catering to different buyers: Number 285 is lighter and has a beachy feel with bleached woodwork, while number 289 is more masculine in tone with dark wood and stone details.

"GRADE's designs have simple, clean lines, yet subtle sophisticated details," says Bialsky. "They be as relevant in 20 years as they are today."

Meanwhile in the city, GRADE is working on the residential and amenity spaces at TriBeCa's 100 Barclay St., the highly anticipated 161-unit luxury condo project being converted by Magnum Real Estate Group and the CIM Group. Units here span 1,200 to 3,500 square feet. Prices will reportedly be in the \$2,000s per square foot.

### ASH NYC

Year founded: **2008** Staff: **15** Signature style: **Masculine simplicity** Breakout project: **Dean Hotel in Providence, RI (2014)** What's next: **New Orleans and Detroit hotels**

ASH NYC is best known for revamping historic properties for modern uses. But they don't just design projects, they develop and own them, too.

"Because we're designing and conceiving our own projects, they feel more genuine," says CEO and co-founder Ari Heckman.

The group — Heckman and fellow principles Jonathan Minkoff (who worked in finance) and Will Cooper (formerly with brand development at Ralph Lauren) — will soon break ground on a large 65-unit rental building; a major conversion at 336 Himrod St. in Bushwick. Originally a glass and light-bulb factory, the structure will be bookended by two new glassy additions.

Work will wrap up in mid-2016, Heckman says, and units — studios to three-plus bedrooms — will likely list around that time. They're projected to rent from \$1,800 to \$4,000, he says.

The Williamsburg-based team — long-time friends who decided to work together — has made other moves around Brooklyn; such as 48 Box St. in Greenpoint, which they bought as a 90 percent complete condo. They gave it a new façade, gutted the kitchens and baths, then put the six units on the market in 2013, asking \$635,000 to \$899,000. The apartments sold out within 24 hours.

Last year, they finished converting a bed and breakfast at 13 and 21 Eighth Ave. in Manhattan into apartments with ground-level retail. Both buildings are now occupied; number 13's retail and residential space sold to a single buyer for \$4 million just two weeks ago.

"[Their] beautiful, creative renovation helped transform under-utilized space into more valuable retail and residential components," says Karpoff Associates' Marilyn Karpoff, who formerly marketed these properties.

### ODA

Year founded: **2007** Number of staff: **58** Signature style: **Avant-garde** Breakout project: **15 Union Square West (2008)** What's next: **Residences in Williamsburg**

Construction is underway at the ODA-designed 275 Fourth Ave. condominium in Brooklyn, which will bring a standout ziggurat-looking building to a Park Slope area whose residential builds are comparatively more drab. Same goes for the firm's 38-unit 100 Norfolk St. design on the Lower East Side — also under construction — a 12-story cantilevered glassy tower standing out amid squat neutral-toned tenements. Prices at this Norfolk Street project range from \$1.15 million to \$3.46 million.

For ODA, pushing the design envelope is at the core of their work. And that's likely why they're so busy. The group, started by Chen with five architects, has 16 projects being developed — 14 of them in Manhattan. An additional 18 across the city are now in the design phase. It's not just about creating bold buildings, but also designing for the future.

"I think there's an amazing cultural shift going on that

will bring different architecture to the city and the boroughs," says Chen of a trend toward design that's not only sustainable, but also improves quality of life to offset the crush of greater population density.

One of the projects in development is the topped-out 30-unit 15 Renwick condo, which launched sales this fall. Another is the 608 Franklin Ave. rental in Crown Heights, which just started construction. But it's not all ground-up; 51 Jay Street in DUMBO is a 74-unit conversion, which last week launched sales with prices ranging \$875,000 for a studio to \$5.15 million for a four-bedroom penthouse.

"We see a value in ODA's designs," says Omri Sachs, co-founder of Adam America Real Estate Investment, which is developing 100 Norfolk St., 51 Jay St. and 275 Fourth Ave. "They don't create one kind of building. Each has its own language, style and character."