

HAUTE RESIDENCE

Luxury Condos Are Appealing To The Art Connoisseur In You

April 3, 2019 by Natasha Bazika

In an attempt to stand out, new developments are looking to create unique spaces for its residents. Today, we're seeing luxury condos increasingly working to appeal to art and cultural connoisseurs by accumulating gallery-worthy collections and offering residents memberships to premier cultural institutions. Artworks are sourced by top curators in public spaces, such as lobbies and dedicated gallery spaces, which can be used to host events. Here are two developments getting ahead of the competition and attracting a new category of buyers.

242 Broome

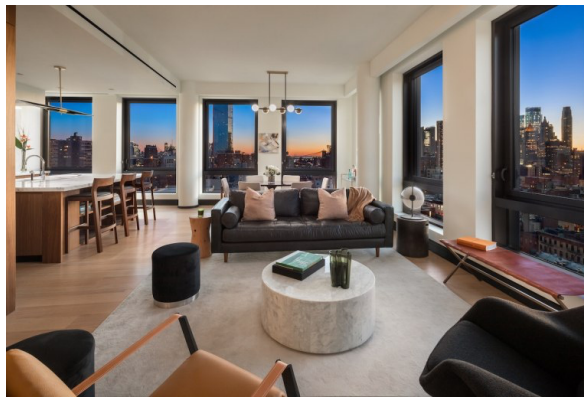


Photo Credit Evan Joseph

Down in Manhattan's Lower East Side, 242 Broome is known as the cultural anchor to the Essex Crossing urban mecca. It's luxury condominiums offer residents dramatic views, a flood of natural light, soaring ceilings and open plan living areas. Among all that, the luxury condominium building will now serve as the new location for the International Center for Photography. Residents will be given complimentary memberships to ICP, which includes unlimited free admission, discounts for all ICP school courses, workshops, lectures and special invites to members-only exhibition openings.