Project Description

Previously known for its sketchy pastiche of meat factories and night clubs, the Meatpacking District today is in the middle of a process of social and cultural transformation. The High Line, for example, an elevated railway in use until 1980, was converted into a public park. And the Whitney Museum is planning the construction of a spectacular museum designed by Renzo Piano. The neighbourhood was further upgraded by wonderful new buildings by Frank Gehry (the headquarters of IAC, a global automobile parts company) and Jean Nouvel (Nouvel Chelsea, a luxurious atelier and apartment building). But it's not just New York’s art and architecture scene that has discovered the district in recent years; designer labels and top restaurants have also arrived. In the middle of this vibrant spirit of optimism, a 320-square-metre penthouse located directly on High Line Park is going to be adapted to the needs of its new residents, both in terms of function and design. The result is a mix of styles from European design circles and the New York lifestyle. High-quality materials and discreet colours convey value and a casual urbainity. Each room draws life from the direct visual reference to the fascinating world outside. A massive Marilyn Monroe relief in the living area serves as the heart of the apartment, a spatially functional yet artistic tribute to the city that never sleeps. The lighting design includes light curtains (JANE wall system) and spotlights (Move It) to match the countless points of light that illuminate New York’s nighttime skyline. Arranged in the shape of a grid, the lights multiply in the mirrors and bathe the rooms in a clear glow that envelops the space and its occupants, creating a pleasant, soothing noblesse and helping Marilyn with an appearance that is all the more effective for being so reserved.
Private penthouse
LIVING PROJECT

ARCHITECT
INNOCAD Architektur ZT GmbH,
Graz

PHOTOGRAPHER
Thomas Schauer

Project Photos
Private penthouse
LIVING PROJECT

ARCHITECT
INNOCAD Architektur ZT GmbH,
Graz

PHOTOGRAPHER
Thomas Schauer