



311 WEST BROADWAY

# SOHO MEWS

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## Soho Mews Begins Construction

New York, NY...Walt Whitman walked its streets, rejoicing in lower Broadway's "great hum and harshness, composite and musical." Over the centuries it has been by turns an agrarian village, an upscale residential neighborhood, a teeming manufacturing district, a deserted industrial wasteland, and the bulls-eye of the international art world. Today it is Soho, the renowned historic district "South of Houston" boasting a protected treasury of 19th century cast-iron architecture and global prestige as a center of creativity in fields ranging from the casting of sculpture to the making of couture.

In May 2007, construction begins on the latest addition to this storied district's remarkable tapestry of architecture, culture and enterprise. Situated at 311 West Broadway on the neighborhood's largest open build-able site, the new enclave of Soho Mews will comprise two independent residential buildings -- one facing West Broadway and the other facing Wooster Street, between Grand and Canal Streets -- linked by a serene private garden. Lauded by New York City's Landmarks Preservation Commission as "an elegant interpretation



Gwathmey Siegel's meticulously detailed façade and floor to ceiling windows pay tribute to Soho's historic cast iron architecture, capturing and reflecting light and shadow as the day progresses.

of the Soho aesthetic...a beautiful and supremely appropriate addition to the district," Soho Mews was designed by Gwathmey Siegel & Associates Architects. It will include 68 lofts, penthouses and street-entrance townhouses contained within meticulously detailed, metal clad architecture that pays contemporary tribute to the stately geometries and modulated facade fenestrations of traditional 19th century Soho cast-iron industrial buildings.

Drawing equally upon Soho's history as one of New York's and the nation's most famous creative cultural locales, Soho Mews will also be shaped by exclusive partnerships with iconic Soho organizations and purveyors. Among the benefits of these partnerships will be full membership for all residents at the New Museum of Contemporary Art; an art information service provided by the non-profit organization Art Production Fund, which will be housed in the enclave's ground floor; special shopping benefits at celebrated Greene Street design emporium Moss and at the luxe-artist-designed carpet maker Fort Street Studio; vintner service from Houston Street cantina CentoVini; and private exhibition previews at the celebrated Deitch Projects gallery, which will participate in public art projects on the Soho Mews site throughout during building's construction phase. Public spaces at Soho Mews, including lobbies and the garden, will feature important works by foremost contemporary artists commissioned by Art Production Fund.

Conceived by renowned landscape architect and garden designer Peter Walker, the Soho Mews garden will provide leafy respite and repose for residents amidst the bustle of one of the nation's most dynamic locales. The enclave's townhouses will face onto this mews, which will also insure maximum daylight to the lofts above.

Soho Mews will also provide underground parking and 24-hour, in-building concierge service provided by Luxury AttachHomes at Soho Mews will range in size from 1,200

square feet to 3,900 square feet, and include 59 two- and three- bedroom lofts with floor-to-ceiling windows; 5 two-storey townhouses; and four unique penthouses with extensive terraces featuring outdoor spa features. The building will also include an underground garage for residents' use. Prices for the properties will range from \$2.1 million to \$11 million. The enclave is scheduled for occupancy in late 2008.

Soho Mews has been developed by United American Land LLC, a private real estate company whose principals are brothers Albert, Jason and Jody Laboz. General contractor is Plaza Construction Corporation. Exclusive sales and marketing agent for the project is Corcoran Sunshine Marketing Group.

In a statement from United American Land, the Laboz family has written "As a family business based in Soho for many years, we are extremely proud to be able to build within this legendary neighborhood. Soho Mews is a celebration of everything unique and compelling about the district, its distinctive streets and architecture, its wonderful community, its dynamic commercial life. We hope to make Soho Mews a contribution to the special character of Soho through both the excellence of Gwathmey Siegel's architecture and the exciting, mutually supportive partnerships we are forging with great neighborhood institutions and enterprises."

## The Building

Gwathmey Siegel & Associates Architects designed the Soho Mews enclave as a 21st century tribute to the distinctive cast iron architecture of Soho and downtown Manhattan. The bifurcated architecture, a nine-story building including the setback terraced penthouse level faces West Broadway, and an eight-story building including townhouses and a setback terraced penthouse level faces Wooster Street includes an interior garden designed by Peter Walker to provide a peaceful counterpoint to the energy and bustling street life of the area. The massing of Soho Mews relates to the scale of the West Broadway and Wooster Street block fronts and enhances the continuity of the street wall, which is currently broken by the existing vacant lot upon which the project will be built. The 175,000-square foot development offers 68 luxury dwelling units; 4,500 square feet of ground floor commercial space on West Broadway; and underground parking that spans the entire site and links the two buildings.



Soho Mews, view on West Broadway, daytime.



Penthouse exterior at sunset

The architecture features a stone base and curtain wall of metal panels and recessed glass with horizontal and vertical channels expressing floor slabs and columns. The metal and glass facade recalls the evolution of these materials in the Soho Cast Iron Historic District. Three different types of glass are used, clear, frosted and fritted, to give a sense of layering and depth to the enclave's streetfronts. The shifting of the vertical mullions from bay to bay, and floor to floor, gives an additional articulation of movement and rhythm to the façade, casting plays of light and shadow. The use of metal and glass in the enclave's buildings recalls the evolution of these materials in the Soho Cast Iron Historic District, which initially featured heavy cast iron elements to imitate stone, and later used thinner elements to allow for more glass. The

windows, storefronts and entrances divided by the structural channels are evocative of the depth and articulation of the fenestrations found on historic cast iron buildings.

The ground floor of the West Broadway building houses the main residential lobby for Soho Mews, as well as retail stores and an entry to the enclave's underground parking garage. The Wooster Street building has five individual townhouses at its base, consistent with the streetscape and low-lying architectural scale of Wooster Street. These three- to five-bedroom townhouses, all enjoying private entries directly onto Wooster Street, feature living/dining spaces, kitchen, and library/den on the parlor floor, and bedrooms elevated to the second floor. Each townhouse has its own private backyard "garden terrace" set within the enclave's landscaped mews and accessible through industrial tri-panel nesting glass wall systems that open the interior great room to the outdoors.

In both Soho Mews buildings, the floors above offer two- and three-bedroom loft units overlooking the street and the landscaped yard from expansive floor-to-ceiling windows. Here, Gwathmey Siegel has sought to answer contemporary needs while remaining true to the district's loft aesthetic. Residences will be characterized by a serene but highly luxurious palette of materials, including rich woods, gray mist granite and stainless steel, with subtle references to loft interiors through such elements as artfully crafted wide plank oak flooring and layouts that optimize a visual flow between rooms to maximize a sense of openness and flexibility in furnishing.

On the top setback floors of the West Broadway and Wooster Street buildings, are four all glass penthouse units with wrap-around terraces.

The enclave's public spaces will be graced by tapestries, sculpture and custom-designed carpeting conceived by leading contemporary artists commissioned by Art Prouction Fund



Townhouse viewed from Garden

to build and an extraordinary, unique place to live. We have designed the Soho Mews enclave with that in mind.”

The sales and design center for Soho Mews is located at 72 Wooster Street between Broome and Spring Streets.

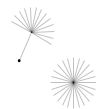
Additional information about Soho Mews is available to the public online at [www.sohomews.com](http://www.sohomews.com).

FOR ADDITIONAL PRESS INFORMATION  
AND IMAGES SUITABLE FOR PUBLICATION,  
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(APF). On the Wooster Street side of Soho Mews, APF will occupy a ground floor office and gallery space granted free of charge as a special gift to the organization by United American Land. From here, APF will operate its acclaimed public art support projects and also provide art information services to the residents of Soho Mews.

“Soho Mews will be a place for less traditional living” commented Charles Gwathmey of Gwathmey Siegel and Associates Architects. “Its design is based upon the ideas of the artist’s loft, the varied and rich physical scale and architectural massing of a neighborhood, and the dynamic life of the streets. There’s no place like Soho. It’s a wonderful place



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**SOHO MEWS**

Life cultivated.