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Tribeca penthouse custom-built by a billionaire hits the market for \$18 million

BY JASON SHEFTELL (0) Comments Friday, July 29th 2011, 7:12 AM

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ROBERT GRANOFF

He never got to live there. An Italian businessman built the New York City apartment of a lifetime in Tribeca and passed away before he could move in.

Officially on the market today for \$17.995 million after four months of marketing strategy and preparation, Penthouse C/D at 200 Chambers St., with east, west and north exposures, has views, stunning moments and the highest-quality construction that money can buy.

The speakers are hidden under plaster in the ceiling. The lighting is museum quality. The powerful, in-home HVAC system is tucked away behind two thick doors. Each wall and all ceilings and floors are acoustically engineered to never let sound pass through.

The apartment has its own water treatment system, ensuring that liquid pouring out of every faucet, sink and shower spray is purified. The floors have four layers of wood and rubber to give comfort and quiet. Nothing squeaks. Each doorknob is oil-rubbed bronze. Architectural

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details such as moldings or floorboards cover grates and air ducts. Warm LED lights hide behind wall reveals.

(At left, 200 Chambers is one of Tribeca's top buildings, Jeff Bachner for News)

"When a developer builds an apartment, they cut costs and are only profit-driven," says listing broker **Danny Hedaya**, president of Platinum Properties, the boutique agency with midtown and downtown offices that specializes in service and high-end sales and rentals. "This home was built by the person who was going to live here. He had only one thing in mind — quality. It's the

most perfect home I've ever seen built."

As soon as you walk in you have a moment. The views of the Hudson River hit you and so does a round room covered in shimmering silver. This cylinder is actually a half bathroom, covered in mother-of-pearl and Venetian plaster. Inside, a sink is carved from one slab of granite and the toilet flushes like a jet engine revving up.

The second moment is the one that makes you realize you can't put any price on this home. The master suite and bathroom is the apartment's soul. In all my time as a real estate writer I have never had a moment when I have turned a corner in an apartment, townhouse or mansion and come across a section of a home like this.

EXPLORE: Apartments for sale/rent in Tribeca

Set along a 53-foot wall of floor-to-ceiling windows and elevated on a platform 10 inches above the rest of the home, the 1,000-square-foot master bathroom suite continues down the length of the home while giving views of lower and midtown Manhattan. From the limestone-wrapped bathtub or the double shower with 8 spigots under two rainwater nozzles, you can see the Frank Gehry tower, Woolworth Building, City Hall, three bridges, the Empire State Building and deep into Brooklyn.



More than 53 feet in length, along a wall of windows, this could be the best bathroom in New York City (Online Residential)

This isn't a room. It's a reason for insider trading. Forget an athlete or a rock star, this is for the person who owns the team or record label. Two commodes (each with bidet), two sinks, a wall of closets whose doors roll on neoprene caster wheels facing a wall of mirrors, and its own sitting room toward the back, complete with what could be the single best experience in New York real estate today. You can turn the corner into the master bathroom 15 times (and I did) and it's more beautiful each trip.

"We had to elevate it to get the bathtub against the window," says Drew Stuart, a partner at Incorporated Architecture and Design who designed and built this home, as well as the owner's previous home at 92 Laight St. That residence recently was sold by Platinum Properties after five

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weeks on the market for \$11.5 million. "The owner liked open space loft living and he thought of home as an experience. He didn't just want to take a bath or have someone go to the bathroom. He wanted it to be something special. He had impeccable taste and an eye for detail."



Stainless steel and marble – all you need in a kitchen (Online Residential)

How do you sell a home of such quality? Platinum thinks it knows — and experience suggests it does. To sell 92 Laight St., the apartment got its own website and color brochure. It sold for \$2,996 per square foot, the second-highest square-footage price in Tribeca ever.

In recent years, led by founding CEO Khashy Eyn, Platinum represented the buyers of the Trump World penthouse for \$33 million in 2007, and worked with a private client and Miami brokerage to close on a Miami penthouse for \$9.9 million in 36 hours. This past year, their new commercial division brokered two deals for about \$50 million each. They beat out major New York City real estate agencies for the Laight St. and 200 Chambers listings. Eyn has an idea on why.

"This client is getting the individual attention of the president and CEO of this firm," says Eyn. "Not many other firms can offer that. You lose control when you get too big. We like being a boutique because it allows us to focus on service. Plus, no other apartment in the history of New York City is staged with over \$2.5 million in art, furniture and antiques. Staging isn't even the right word."



A third bedroom with antique chandeliers (Robert Granoff)

The proper term for what Platinum has done here might be styled — or "designed," as Hedaya put it. The art alone is valued at over \$1.5 million. Curated by Victoria Brooks and Jonathan Berkenstadt of BB Advisories, it includes works by Andy Warhol, George Condo and photographer Marilyn Minter. The furnishings, provided by New York-based DDC (where Diddy shops), include a \$63,000

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accorcion sora from de Sede, \$13,000 American walnut sideboard, \$7,315 goatskin rug and \$1,808 curved glass side tables. Antique chandeliers and porcelain, provided by the east midtown shop [D&D Antiques Gallery](#), date back to the 18th century and cost nearly \$50,000 each.

"This took four months to put together," says Hedaya, who noted that a video tour on the apartment's website will eventually be translated into multiple languages to attract international buyers.



Danny Hedaya and Khashy Eyn (Jeff Bachner for News)

"We wanted to take everything with this apartment to the next level. Like everything we do as a firm, we put our blood and sweat into this apartment. That's what service is about for us. For this or for a \$4,000 rental, it's how we operate."

Adds Eyn, "If our name is on this then we will do everything humanly possible to sell it. Our goal is to become the top firm representing sellers of trophy apartments and penthouses anywhere in New York City. This is our specialty. We'll move this home for record prices, I promise you."

Everything inside the home is for sale, including the art, furnishings and antiques. When Platinum sold 92 Laight, the new buyer purchased much of the existing furnishings. Here, Eyn jokes, he'll even throw in a new toothbrush. More seriously, he thinks this apartment is especially unique because the purchaser will get what Eyn considers the most precious of commodities.

"Whoever buys this apartment is buying time," says Eyn. "It would take someone two years to build a home this perfect anywhere in the world. This is completely done. Nothing can be built better, and they can move right in. That's true luxury."

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