

HAVEN

NEW YORK CITY, TRENDS — 1 HOUR AGO

A First Look At 720 West End's Historic Residences Reimagined By NYC's Top Designers

by [Haven Team](#)



720 West End Avenue | Alex Stein

In Manhattan's storied Upper West Side neighborhood, the transformation of [720 West End Avenue](#) revitalizes an Emery Roth masterpiece. Originally conceived in 1927 as the Hotel Marcy, this pre-war gem is being meticulously reimagined into an opulent collection of 131 luxury condominiums.

The residential interiors by Thomas Juul-Hansen strike a timeless balance between pre-war and contemporary design, with integrated lighting, bespoke architectural details and coveted views of the nearby Hudson River and sweeping city skyline. Complete with thoughtfully curated amenities spanning 30,000 square feet, including a state-of-the-art fitness center, a residents' lounge, landscaped outdoor spaces, and more, 720 West End Avenue offers a modern take on classic Upper West Side living with 131 luxury residences ranging from one to five bedrooms. Pricing starts at \$1 million, with select offerings exceeding \$12 million.

Three newly completed model residences—curated by celebrated NYC-based designers Thomas Juul-Hansen, Tobi Wright, and Michael Ellison—offer a first look inside 720 West End Avenue with beautifully furnished homes that present three distinct yet harmonious styles.

Thomas Juul-Hansen's Four-Bedroom Masterpiece

A four-bedroom, 4.5-bathroom residence by [Thomas Juul-Hansen](#) is an exquisite blend of classic Upper West Side charm and contemporary design. Juul-Hansen's signature style combines functionality with elegance, creating an atmosphere of understated luxury.

The grand entry gallery sets the tone for the home, leading to expansive, light-filled living spaces curated with hand-tufted rugs, velvet upholstery, and sheepskin accents such as the iconic Little Petra lounge chairs. Antique bronze finishes and vintage-inspired accessories, including a striking 1950s Gio Ponti-style mirror, add depth and nostalgia.

Sculptural onyx and bronze pieces, richly veined marble, and thoughtfully layered lighting create a sense of quiet opulence. Elevated bedroom sanctuaries and a boutique hotel-inspired office enhance the exclusivity, while custom wall treatments and bespoke furnishings imbue every corner with timeless sophistication.



Design by Thomas Juul-Hansen | Colin Miller

Michael Ellison's Chic Two-Bedroom Vision

This two-bedroom, 2.5-bathroom residence, designed by [Michael Ellison](#), reflects a deep understanding of Upper West Side living, where classic allure meets modern style. With a focus on simplicity and balance, Ellison incorporates a monochromatic palette of black, white, and subtle shades in between, layering textures to evoke calmness and comfort. A grand entryway sets the tone, leading to an expansive living and dining area that encourages both relaxation and social connection.

A custom-shaped sofa by Studio Michael Ellison, a vintage E. Longhi chair, and tailored end tables anchor the space, while walls wrapped in Phillip Jeffries Silk String and high-gloss Venetian plaster ceilings create a luxurious backdrop. A pill-shaped stone table and an Italian blown glass light fixture serve as striking focal points.

Comfort and elegance resonate throughout, from the handwoven Rosemary Hallgarten curtains to a custom silk rug from Rug Art grounding the space. The bedrooms offer a sanctuary-like ambiance, reminiscent of a five-star hotel, while a chic home office and a meticulously designed powder room round out this refined residence.



Design by Michael Ellison | Colin Miller

Tobi Wright's Bold One-Bedroom Design

Tobi Wright's design for this one-bedroom, one-bathroom residence is an inspired blend of serene natural elements and timeless sophistication. Drawing from her deep connection to the Upper West Side and her experience living in an Emery Roth-designed building, Wright integrated high-end pieces and artisanal finds, with highlights including a custom ivory wool rug, a BluDot twilight blue bed, and statement mirrors from Etsy artisans.

Wright enveloped the main living area in Phillip Jeffries Mirage mural wallpaper in the shade “Sands of Time,” capturing the warm hues of the sun. A textured boucle sofa from Rove Concepts anchors the space, framed by oblong wall lamps with textile shades from Ferm Living, adding depth and visual interest. Subtle gold accents weave through the design, from a delicate dining pendant light to refined decorative touches.

In the primary bedroom, deep blue hues and custom acoustic wainscoting create a cocoon of tranquility, and rich wood furnishings ground the space.



Design by Tobi Wright | Colin Miller

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