



A quiet design movement with roots in Japan and Scandinavia is reshaping interiors around the world, and New York City's most coveted residences are no exception. Japandi, the marriage of Japanese minimalism and Scandinavian warmth, has become as a leading aesthetic in luxury living. Defined by its earthy materials, clean-lined silhouettes, and philosophy of intentional living, Japandi design transforms urban spaces into calming sanctuaries that contrast beautifully with the city's fast pace.

Across Manhattan, new developments and reimagined classics alike are embracing this serene style, offering buyers and residents thoughtfully curated spaces where simplicity meets luxury.

720 West End Avenue

On the Upper West Side, the Emery Roth-designed 720 West End Avenue has been reimagined by Thomas Juul-Hansen into a modern haven. While its architecture nods to New York's pre-war grandeur, the interiors lean into Japandi subtlety.



Image Credit: Colin Miller

White oak cabinetry and natural stone bring warmth and grounding to the 131 residences. One especially chic furnished home takes things further: abstract textured walls, low-profile wood furniture, and minimalist decorative touches bring the aesthetic to life. The result is an environment that feels as sophisticated as it is soothing, classic New York with a fresh, modern calm.

Japandi is a lifestyle philosophy that resonates in a city that never slows down. By weaving together the clean simplicity of Japanese design with the organic warmth of Scandinavian style, these residences offer something rare: peace, harmony, and understated luxury in the middle of Manhattan's energy.