

The New Hottest Club in Town: Private Bars in Luxury Condos

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Credit: The Boundary

As Dry January comes to a close and people are generally seeking more opportunities to **socialize**, luxury condominium developers are reimagining amenity spaces in buildings to meet the moment. 2025 calls for more entertainment, connection and new levels of luxury.

Forget the underutilized, dreary lounges of the past – today’s high-end residential buildings are incorporating stunning, fully realized private bars and lounges that rival their city’s most exclusive hotspots.

These aren’t your typical common spaces. The curated bar lounges provide residents with chic, club-like environments designed for everything from intimate gatherings to larger celebrations. Developers are going above and beyond not just to stand out in a competitive market, but also to foster community, creating spaces that bring people together in meaningful ways – an antidote to **today’s loneliness epidemic**.

Projects in New York City and Miami boast amenity spaces that are completely transforming the resident experience:

720 West End Avenue

[720 West End Avenue](#) is the transformation of an Emery Roth-designed pre-war building into a premier residential address in a landmarked area of Manhattan's Upper West Side. Boasting one of the largest amenity offerings on the Upper West Side, 720 West End Avenue brings a dynamic and fresh residential experience to one of Manhattan's most desirable neighborhoods with an expansive 30,000-square-foot collection of curated indoor/outdoor amenities by designer Thomas Juul-Hansen. One of the standout features of 720 West End Avenue's offerings is its sophisticated private bar. Designed to be both elegant and inviting, this space offers residents a chic and stylish setting that feels more like an exclusive downtown cocktail lounge than a traditional amenity space. Whether hosting intimate gatherings or enjoying a quiet drink, the bar creates a warm, communal atmosphere that enhances the experience of living in this exceptional building. Complementing the bar is a dining room with a catering kitchen, perfect for hosting larger events or private dinners.



(Credit: VMI Studio)