



Nestled in Manhattan's Upper West Side, [720 West End Avenue](#) is a reimagined luxury condominium that breathes new life into a historic 1927 pre-war building by renowned architect Emery Roth. With a classic Renaissance Revival-style exterior restored to its original grandeur, this 17-story property has become one of the city's most anticipated addresses. Originally conceived as the Hotel Marcy, it now hosts 131 luxury residences priced between \$1 million and over \$12 million, many of which boast striking Hudson River views. Spearheading the architectural restoration, BP Architects carefully preserved the building's intricate façade, while adding modern duplex penthouses to appeal to today's discerning buyers.

Inside, the visionary Thomas Juul-Hansen has artfully transformed the interiors to offer a fresh, contemporary take on classic New York luxury. Known for blending timeless design with modern sophistication, Juul-Hansen's approach introduces elements that respect the building's historical essence, incorporating hand-selected finishes that create an elegant atmosphere while maintaining a touch of minimalism. Each residence is designed with a grand entry gallery and upscale touches like antique bronze finishes, onyx accessories, and vintage-inspired accents, celebrating Emery Roth's legacy in a style that appeals to today's luxury homeowners.

720 West End Avenue caters to various lifestyles with a mix of one- to five-bedroom homes, townhouse duplexes, and penthouses. The debut of the first furnished residences showcases the talents of three celebrated NYC designers – Thomas Juul-Hansen, Michael Ellison, and Tobi Wright – each bringing a unique vision to life within these historic walls. Here's an inside look at their contributions:

## Designer Residence by Thomas Juul-Hansen



[Thomas Juul-Hansen](#) has crafted a contemporary sanctuary while honoring the essence of Emery Roth's original design. His vision merges spacious layouts with upscale finishes, from hand-tufted rugs to plush velvet accents and vintage-inspired bronze details. One notable four-bedroom, four-and-a-half-bathroom residence by Juul-Hansen captures the grandeur of pre-war architecture with the warmth of modern luxury. Each space, from the entry gallery to the curated living areas, blends antique touches like a Gio Ponti-style mirror with contemporary onyx and marble sculptures. The result is a sophisticated residence that feels equally timeless and suited for modern living.

## A 'Classic Meets Contemporary' Vision by Michael Ellison



Michael Ellison, principal of [Studio Michael Ellison](#), brings a calm, inviting aesthetic to his two-bedroom, two-and-a-half-bathroom home. Emphasizing elegance with simplicity, Ellison uses a palette of blacks, whites, and neutrals, complemented by textures like Phillip Jeffries Silk String wallpaper and high-gloss Venetian plaster ceilings. In the living area, a custom sofa, an Italian chair by E. Longhi, and a Phillip Jeffries wallcovering set an elevated yet comfortable tone, perfect for socializing. Beyond aesthetics, the room's functional design allows for effortless entertaining while showcasing a chic, approachable luxury.

## Nature-Inspired Tranquility by Tobi Wright



Known for her refined use of natural elements, designer Tobi Wright of [InsideWright](#) has transformed a one-bedroom residence into a haven of subtle, serene luxury. Her design draws from the surrounding neighborhood and her lifelong experience in Emery Roth buildings, incorporating gold accents and earthy tones inspired by natural light. The standout feature is a Phillip Jeffries 'Mirage' mural in warm shades that evoke dawn and dusk, complemented by rich wooden furnishings and artisanal decor. This thoughtful design approach offers residents an atmosphere of peace and elegance, perfect for retreating from the city's hustle.

True to its prestigious location, 720 West End Avenue features an impressive 30,000-square-foot collection of amenities, offering everything from wellness facilities to beautifully landscaped outdoor spaces. Each amenity area echoes the building's luxurious yet welcoming ambiance, creating an environment where residents can enjoy both the rich history and the refined comfort of modern Manhattan living.

<https://luxexpose.com/first-look-at-upper-west-sides-historic-720-west-end-avenue/>