

April 12, 2019  
Architectural Digest



## The NOMA Debuts in NoMad Featuring ASH Staging-Designed Residences

*The new residential building by FXCollaborative straddles the line between downtown and uptown style*

By Timothy Lattner  
Impressions: 1,494,611

**W**hile the NOMA may be the newest luxury residential building to open in NoMad, it seeks to echo a New York of yesteryear. “The memory of farm plots that ran perpendicular to Broadway impact the shape of lots,” says Dan Kaplan, architect and senior partner at FXCollaborative, who designed the building. “NOMA’s angular, chiseled form is a direct result. NOMA’s brick ribbons and ‘factory sash’ windows pay homage to these storied structures, the quintessential New York factory loft.”

The building, much like the NoMad neighborhood itself, is trying to appeal to everyone. NoMad offers a well-manicured park, such high-end restaurants as Eleven Madison Park, fast-casual food like Shake Shack, business offices where you have to wear a tie, WeWork spaces where you’re encouraged to wear anything but, and a picture-perfect spot for tourists to take Instagram photos of the Flatiron Building, and it’s enough of a distance from Times Square for those who live here full-time. In turn, NOMA is trying to give New Yorkers a respite, with residences that look out on the bustle below from a more-serene vantage point. The 55 residences in the building span one- to three-bedroom units, blending vintage finds with warm and natural materials for the interiors. “This part of NoMad is very much a bustling amalgam of

commerce, hospitality, and entertainment,” says Kaplan. “We sought to create a bit of an antidote to this energetic context—a calm refuge for residents.”



*A penthouse in the NOMA by ASH Staging.  
Photo: Courtesy of The NOMA*

Developer Alchemy Properties tapped ASH Staging to design the penthouses. ASH looked for a balance between two different kinds of New Yorkers when creating the rooms. “We tend to think a little avant-garde and risky and youth-oriented for downtown design. We use a little more black and go a little sexier,” says Andrew Bowen, director of staging at ASH. “When we think of uptown staging, we think about sophistication, sumptuous livability. ‘This is my home, I’ve been here all my life,’ or, ‘This is my forever home.’ It’s the dream of New York living.” The penthouses speak to both styles, with a combination of luxe touches and moody black accents. “It’s like how in fashion, there’s Chanel versus Alexander Wang bags.”



*The penthouse in the NOMA features a large terrace.  
Photo: Courtesy of The NOMA*

The architecture of the space also opens up added design potential, making the interiors as much of a view as the world outside the window. “It has divided windows that are really stunning, and offers expansive ribbon windows with a true Gotham view. You get the Empire State Building, Times Square,” says Bowen. “You can also appreciate the interior architecture from within—it’s not just a glass box.”



*The NOMA building by FXCollaborative.  
Photo: Courtesy of The NOMA*

<https://www.architecturaldigest.com/story/the-noma-debuts-in-nomad-featuring-ash-stagingdesigned-residences>