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25 Broad Street

Pre-Pre-War Grandeur Meets FiDi Lifestyle



PHOTOGRAPHY: ALAN SCHNEIDER

When it comes to great pre-war architecture, 25 Broad Street set the standard for timeless building design. Conceived in the late 1890's by architects Clinton & Russell, it was known as the largest and most valuable building in America when completed in 1902.

Now, Swig Equities has remastered 25 Broad Street into the finest luxury condominium in Downtown's FiDi neighborhood, blending modern design and technology with exquisite craftsmanship. The result: unparalleled elegance with catered services and amenities so extravagant as to meet the most exacting standards of today's sophisticated homeowners.

Located in the heart of Manhattan's revitalized Financial District, newly monickered "FiDi," just one block from the New York Stock Exchange, the magnificent 21-story Italian Re-

naissance Revival building was originally known as The Broad Exchange Building. The building features a dramatic turn-of-the-century marble foyer and lobby, ornately coffered 18-foot ceilings, terrazzo floors and an elegant marble staircase.

25 Broad Street's grand facade reflects the stature of the elite firms it was designed to serve, utilizing a tripartite composition favored by designers of New York's most fashionable turn-of-the-century skyscrapers. The timeless design includes a base of rusticated granite which segues into a classic buff-colored brick with terra cotta trim.

All of the interiors, including the amenity spaces and apartments, have been redeveloped in an elegant and sophisticated style. Complementing the original architecture of the building, the new features bring together classic design with the fresh new

designs of today, many of which are from Italy. Boasting ceiling heights of up to 14 feet, each apartment contains modern Italian TRE-Piu interior doors and solid hardwood and wide plank floors. Fully integrated European kitchens feature Italian Poliform Varenna glass cabinetry while the master bathrooms incorporate exquisite honed white thassos marble floors, glass tiled walls, fossil marble vanity counters, full-sized Zuma soaking tubs and custom fixtures by Waterworks.

25 Broad Street offers an array of five-star hotel services along with superior one-of-a-kind amenities, including a supremely equipped health club and beautifully-appointed day spa with a soothing atmosphere offering the finest therapeutic treatments. The condominium also has a private resident's lounge; elegant private dining room with crystallized chandeliers and full

catering kitchen; landscaped roof deck; private screening room; and billiards and game room with outdoor lounge. The building also offers a business resource center, on-site laundry/valet, tea-room, viewing garden, children's playroom, a spectacular rooftop sundeck, lounge and shuffle board space.

Platinum glove services include a 24-hour concierge and doorman, refrigerated storage for grocery and flower deliveries, complimentary interior design services and room service and catering available from Bobby Van's Steakhouse.

Residents at 25 Broad Street are served by 24-hour personal concierge by Abigail Michaels, which provides such services as making restaurant and nightclub reservations, procuring theater and event tickets, wake-up calls and arranging limousine service, private charter, pet care and floral arrangements. Valet laundry, dry cleaning and housekeeping are also available.

"We are thrilled to create among the finest residences with the most luxurious amenities in Downtown's FiDi neighborhood," said developer Kent Swig. "The history and incomparable architecture of this iconic building combined with cutting-edge design, creates an authentic approach to luxury living and amenities unavailable anywhere else. Swig Equities is fully committed to FiDi, which is rapidly emerging as New York's newest and most exhilarating 24-hour neighborhood."

Visit www.25broad.com for a virtual tour of the building.

