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ZECKENDORF DEVELOPMENT, LLC

# CRAIN'S

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## Zeckendorfs' latest tower hits full height

Sales will likely begin in September at the 44-story condo spire, across First Avenue from the United Nations complex. Property is the latest from the brothers who have built some of the city's priciest towers in recent years.



By [Matt Chaban](#)

In less than eight months, an East Side condominium tower that its developers bill as the most technologically advanced in the city has achieved its full 44-story height.

The spire, dubbed 50 United Nations Plaza, is the latest project by luxury-living impresarios William and Arthur Lie Zeckendorf, who held a topping out ceremony Wednesday morning, less than eight months after work began on

Nov. 14. The property was designed by Norman Foster, the Pritzker-Prize winning British architect.

"We haven't cut any corners," Arthur Zeckendorf said, standing on the 34th story of the building, surrounded by more than 50 guests and construction workers from the project. "You can't when you're working with Foster. He demands the best, and we do, too."

Mr. Zeckendorf was especially proud of the glass curtain wall the team had developed, which will have huge, single-pane floor-to-ceiling windows, framing dramatic views of the Empire State Building, the Chrysler Building, the East River and the United Nations, just across First Avenue. "We think we're creating a true landmark to fit in with the ones surrounding it," William Zeckendorf said.

The project will not be completed until next year, but sales are expected to launch in September. Expectations are high, given the Zeckendorfs' success at 15 Central Park West, which over the last decade has become by some measures the best-selling New York residential building of all time, with \$2 billion worth of apartments sold. Many of those units have since traded for two and three times their original prices.

"We're still formulating the prices here, because we wanted to see the views," Arthur Zeckendorf said. "We knew the views would be spectacular, but we had no idea they would be this good."

During the five-minute speech for thanking the contractors, the construction lift kept rumbling up and down the side of the building, just beyond the orange safety netting encircling the 34th floor. "It's work first, speeches second," William Zeckendorf told the crowd with a smile.

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