

Let Lenny Kravitz Be Your Interior Designer

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Courtesy of Mathieu Bitton

The musician's design firm will steer the decor at Nolita luxury condo development 75 Kenmare.

Lenny Kravitz's downtown real estate portfolio makes frequent headlines, particularly the \$12.75M sale in 2010 of his 6,167-square-foot penthouse at 30 Crosby Street in Soho (rumored buyer: Alicia Keys).

Now, *The Hollywood Reporter* can exclusively report that the musician has set his sights on adjacent Nolita and, with his firm Kravitz Design, steered the interior decor of a ground-up condo building at 75 Kenmare Street. The project marks Kravitz Design's first New York luxury condo.

With a design centered on metal, oak and, Kravitz said in a statement, "unique natural stones," the 54,000-square-foot building's 35 units will hit the market this summer priced between \$1.7 million to over \$12 million. Frederik Eklund and John Gomes of Douglas Elliman will head sales at the development.

“We’re going after creative people, especially those with homes in more than one city,” Eklund said. The *Million Dollar Listing New York* star also touted a Nolita boom — it appreciated the most of any Manhattan neighborhood last year.



That residential momentum should continue to build in the neighborhood, which for years has thrived as a residential, restaurant and nightlife hot spot. The erstwhile St. Patrick’s Old Cathedral School at 34 Prince Street recently unveiled the prices of its converted condos. They begin at \$7.74 million for a duplex with three fireplaces and soar to \$25 million for a townhouse at the development’s northeast corner. That asking pales in comparison to the \$35 million domed penthouse at 240 Centre Street, previously a police headquarters, though that four-bedroom unit struggled to fetch \$40 million as previously listed.

And late last month, a three-bedroom, 5,000-square-foot penthouse at the Puck Building, formerly home to *Spy* magazine and now owned by Jared Kushner, hit the market at \$19.9 million. (Earlier this year, the priciest Puck penthouse chopped its asking from \$66 million to \$58.5 million.)

As for 75 Kenmare Street, its bountiful, privacy-affording underground parking spots are one of the property’s main selling points to the showbiz crowd. Architect Andre Kikoski will design the exterior of the building, formerly a parking garage, which development firm DHA Capital scooped up for \$50 million last June.

