



11
one eleven
MURRAY STREET

It began as a conversation.

Visionary developers **Fisher Brothers**, **Witkoff**, and **New Valley** assembled the best-in-class team of **Kohn Pedersen Fox Associates**, **Rockwell Group**, **MR Architecture + Décor**, and **Edmund Hollander Landscape Architects** to apply their world-renowned talents to an unparalleled collaboration in their native city.

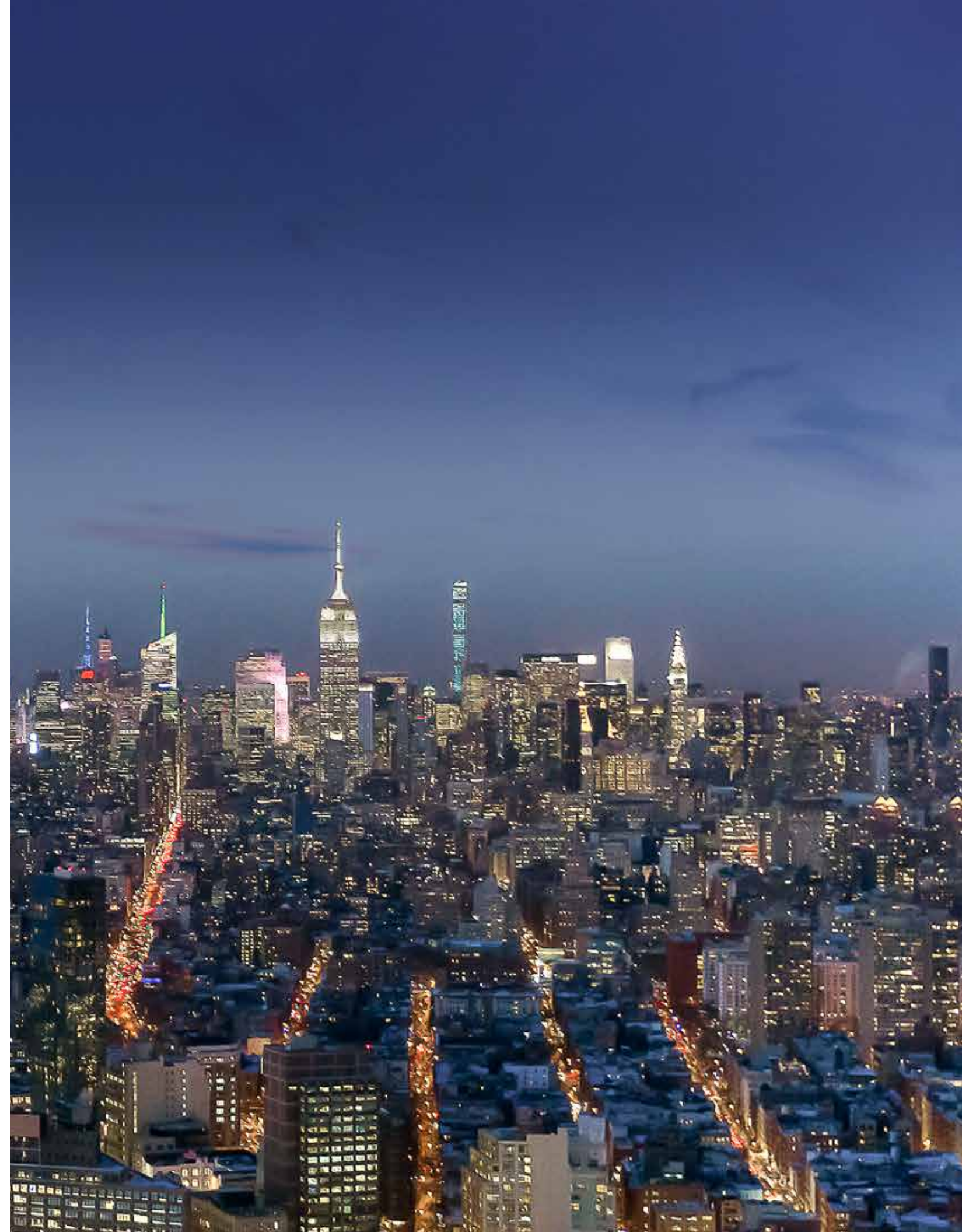
The result is **111 Murray Street**:
where modernism lives in Tribeca.

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The Building

“We’re creating an
iconic new addition
to the world’s most
beautiful skyline.”

ARNOLD FISHER
FISHER BROTHERS



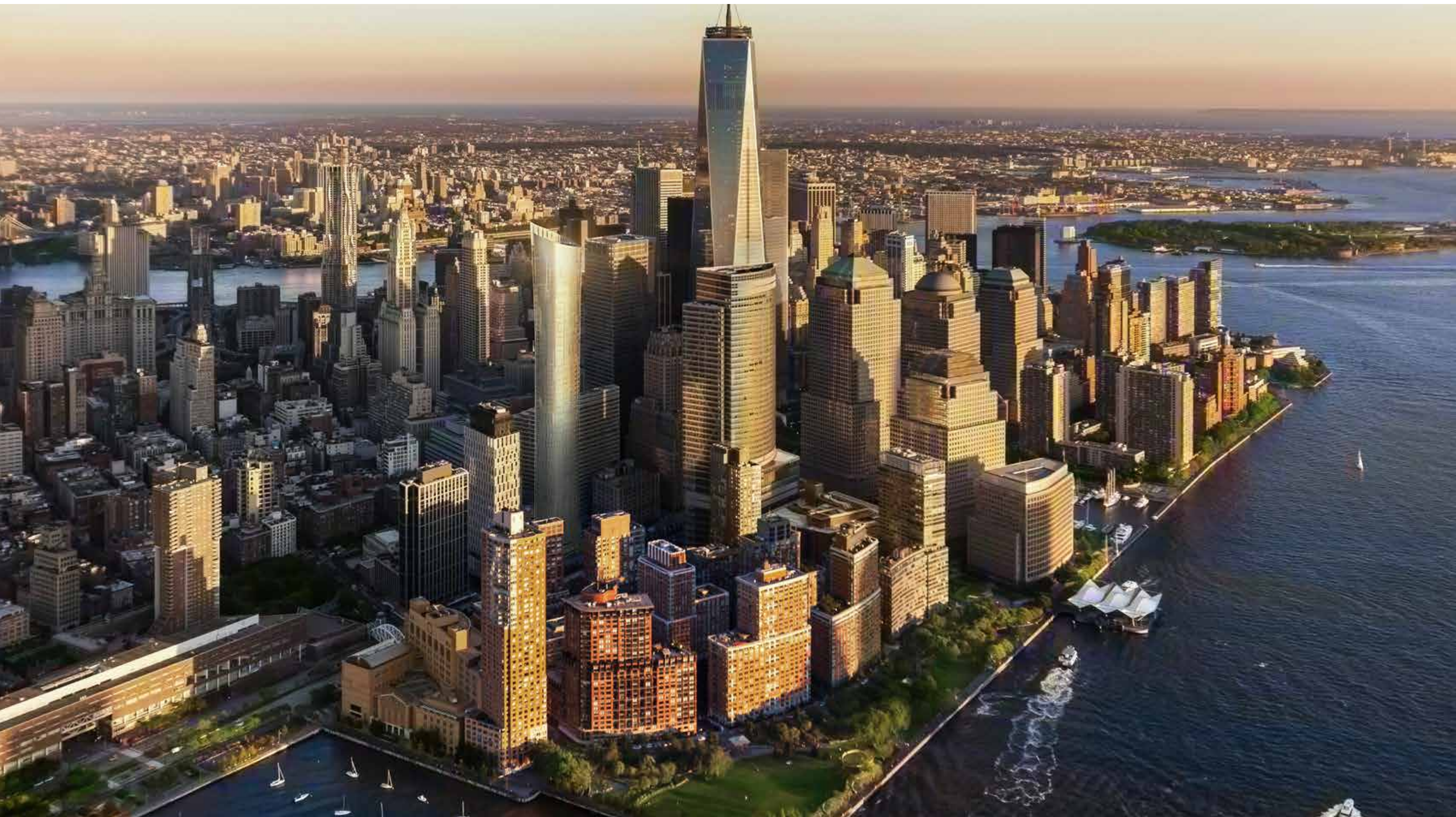


ARCHITECTURE

The soaring silhouette of 111 Murray Street graces the New York City skyline with a bold new shape. Designed by acclaimed architects Kohn Pedersen Fox Associates, the sculptural tower gently expands as it moves upwards culminating in a graceful, distinctive crown.

Curved glass elegantly wraps the 64 floors, meeting in an architectural reveal that gives strong definition to the rounded form. The crystalline façade is visually striking from both outside and inside the building, offering uninterrupted views of the city and its surrounding rivers in every direction.







“111 Murray Street sits in a perfect spot in Tribeca among the intimate cobblestone streets, the dynamic new energy of Downtown, and the miles of green parks along the Hudson River.”

STEVEN C. WITKOFF
WITKOFF

A SENSE OF ARRIVAL

The canopy and softly curving form of the entry are surrounded by landscaped gardens, establishing an elegant and tranquil point of arrival.

The gracious entrance welcomes residents home, providing an immediate respite from the bustle of the city.





THE LANDSCAPE

Landscape architect Edmund Hollander has brought an unmatched eye for natural beauty to the building's green spaces, creating an oasis of foliage and flowers that changes with each new season.

Tranquil White Birch trees are set dramatically against a verdant backdrop of Boston Ivy, Ferns, White Astilbe, Kalmia Latifolia, Juniperus Chinensis, Ilex, and Boxwood.

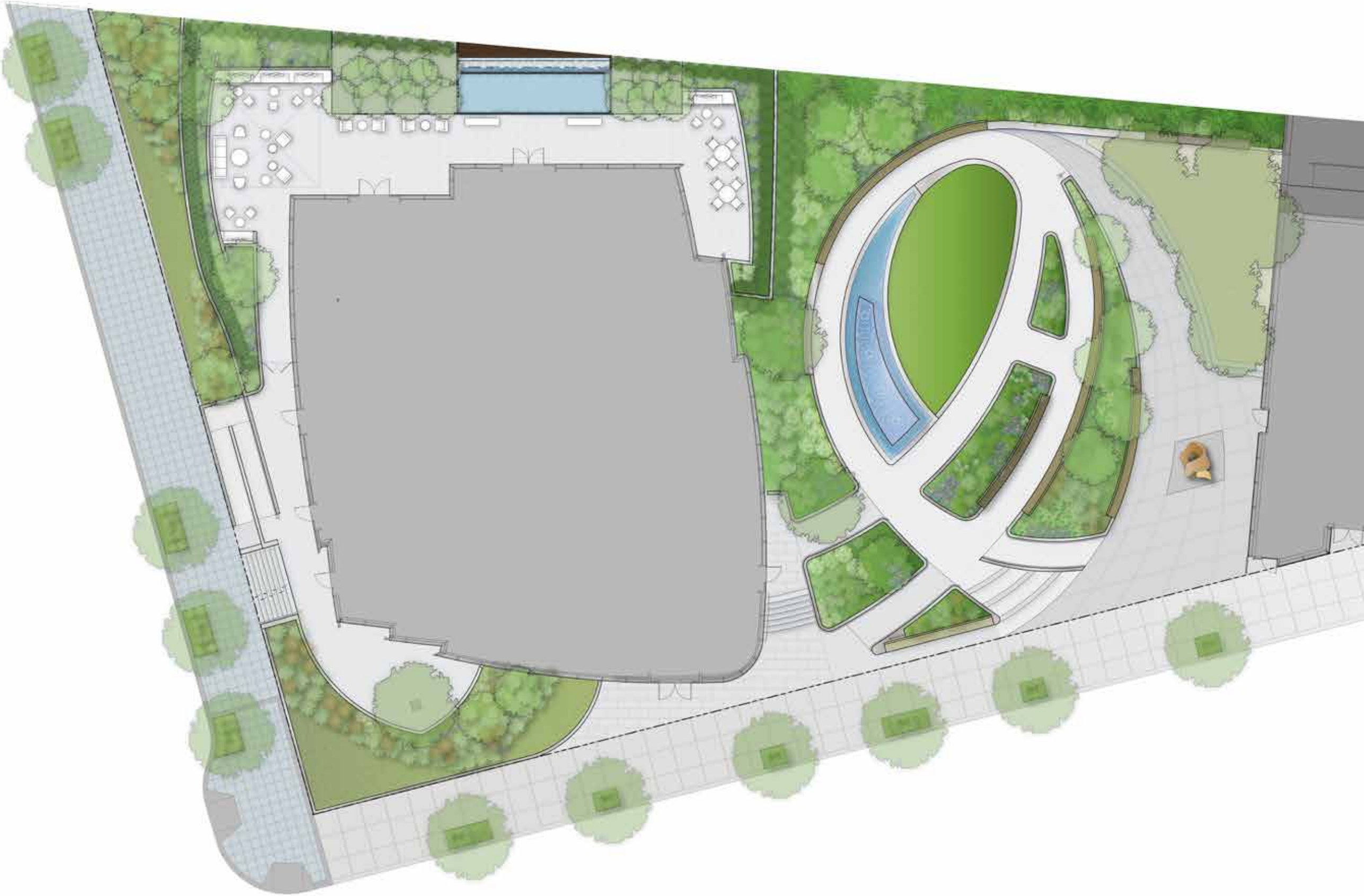
These rich plantings are accentuated with moving water. Two striking water features—one a curved stone fountain, the other a dramatic waterfall—are embedded into the landscape creating a serene interplay between the natural elements.





“There’s an easy fluidity between the inside and outside. The landscape relates to the interior, the interior relates to the landscape, and the two become one.”

WINSTON C. FISHER
FISHER BROTHERS



“For 111 Murray Street,
we’ve assembled a
best-in-class team and
empowered them to
create something truly
exceptional.”

STEVEN C. WITKOFF
WITKOFF



11

The Residences



“The residences open up in all directions, as if the spaces are expanding. They really are homes in the sky.”

A. EUGENE KOHN
KOHN PEDERSEN FOX ASSOCIATES



WELCOME

111 Murray Street's dramatic views are framed by the warm, distinctive, modernist design of the residences' interiors.

Created by AD 100 designer and architect David Mann, these homes enjoy a level of privacy and discretion. In many residences, a direct elevator entry leads to a gracious, private vestibule. Cerused oak entry doors, custom framed in black metal, provide a calm transition into the foyer.





RESIDENCES

Glass-walled homes, designed by David Mann, are a study in proportion, light, and scale. Featuring a refined palette of natural materials, the open living spaces provide a warm counterpoint to the soaring ceilings and full-height windows. Custom White Oak herringbone floors and hand-selected stone bring a rich tactility to the rooms, while multiple exposures maximize light and views throughout the day.

“It is all about the attention to the details. The rich, warm-colored materials evolve into a common goal of making a truly unique and beautiful home.”

DAVID MANN
MR ARCHITECTURE + DÉCOR



Custom-designed Nanz hardware adorns eight-foot doors.

Playing with scale and proportion, David Mann created a modern take on the classic herringbone floor pattern.







KITCHENS

Expansive, windowed kitchens, with custom cabinetry designed by David Mann and crafted by Molteni in cerused White Oak, flow seamlessly into open entertaining spaces. The marble waterfall countertops are suitable for formal entertaining and casual gatherings alike. Kitchens are outfitted with the latest Wolf, Sub-Zero, and Miele appliances.





Calacatta Borghini marble countertops extend to the floor creating a dramatic kitchen focal point—a stunning, modern ode to the stone’s natural beauty.



Julien sinks are outfitted with Dornbracht faucets in a custom black matte finish.

Black metal trim frames the kitchens, lending clean, modern definition to the spaces.





BATHROOMS

All bathrooms are outfitted with Dornbracht fixtures and are clad in rich stone surfaces.

In most homes, the master bathroom includes slab travertine feature walls and a freestanding BluStone bathtub in front of floor-to-ceiling windows for sumptuous city views. Thoughtful details like radiant heated floors and Dornbracht fixtures in a custom black matte finish complete the experience.

Powder rooms are a study in clean, natural stone, while secondary baths feature marble walls and floors and polished chrome fixtures.



“It’s the fine details that make the difference. We wanted the way you live in these homes to feel effortless, and it’s that ease of living that informed every decision we made.”

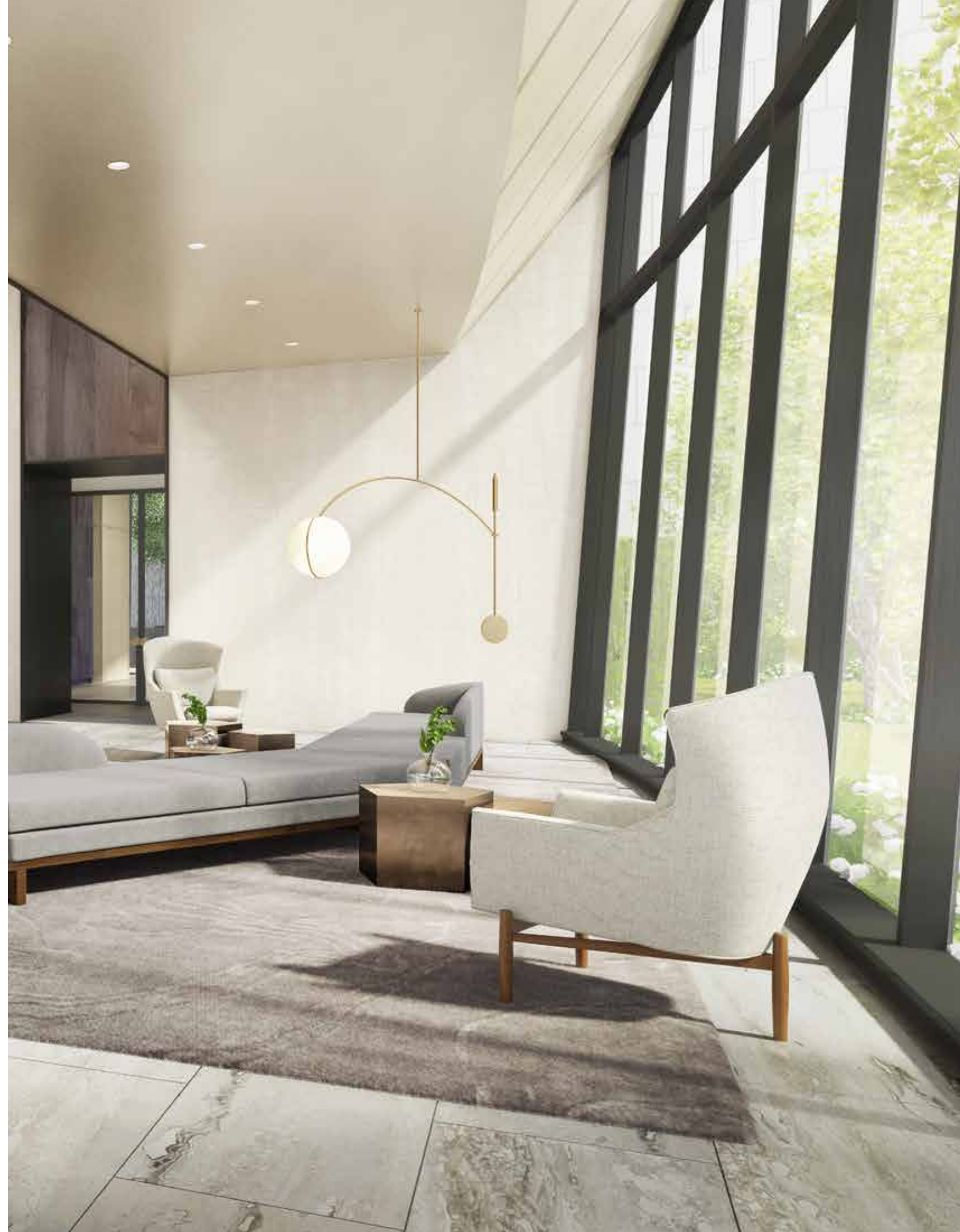
DAVID MANN
MR ARCHITECTURE + DÉCOR



The Experience

“In Tribeca,
authenticity and
craftsmanship really
matter, and materials
tell rich stories. Our
palette is minimal,
but each material is
spectacular.”

DAVID ROCKWELL
ROCKWELL GROUP







THE SETTING

Designed by David Rockwell, and spanning over 20,000 square feet, the amenities at 111 Murray Street feature several distinct spaces that flow naturally into one another and evolve throughout the day.

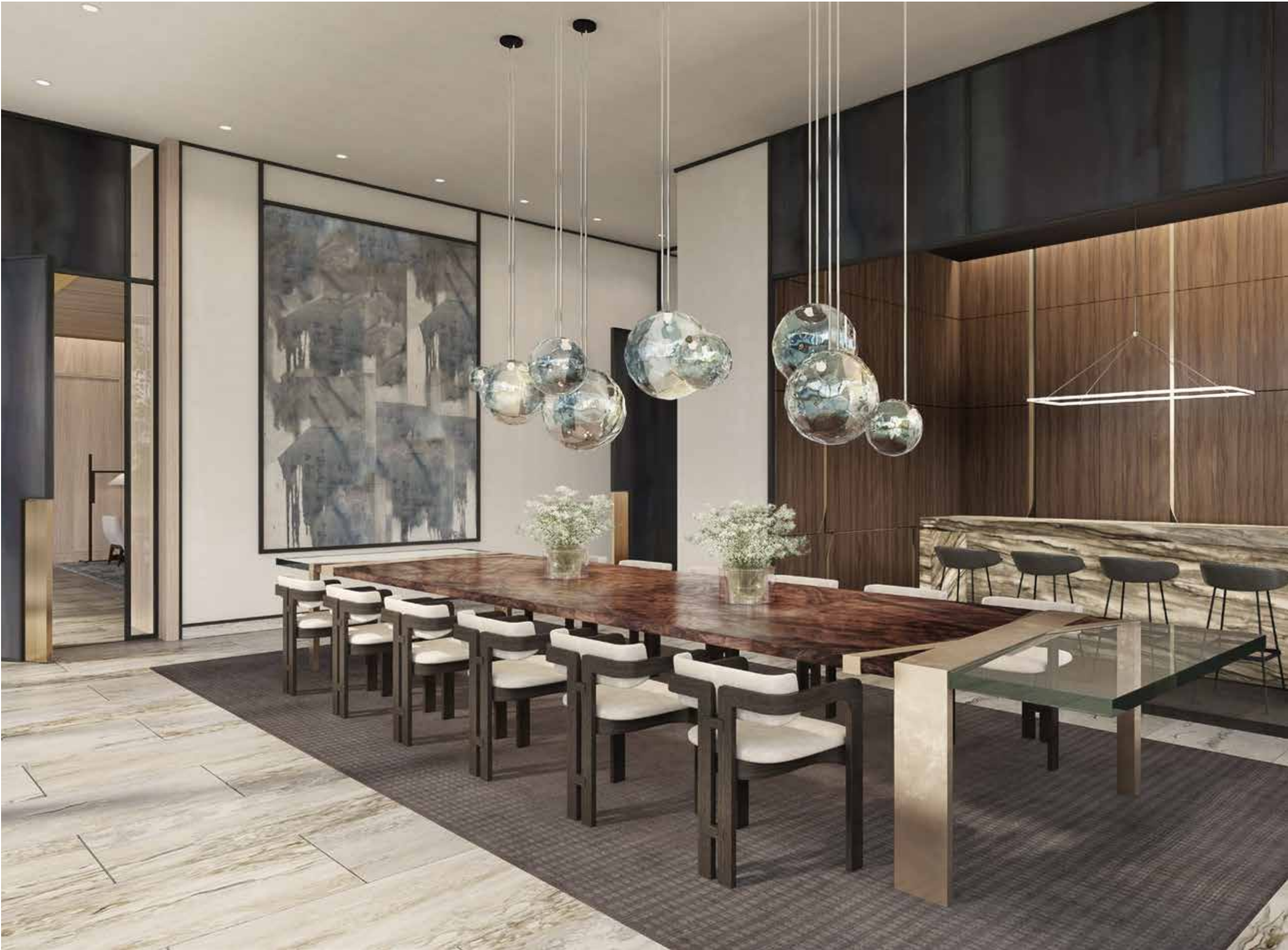
The 24-hour attended lobby is an interplay of bold, natural materials including anodized steel walls, custom hand-blown glass lighting, and travertine floors. Simple, architectural details elevate the organic materials and reference the surrounding green spaces.

A sprawling lounge with 15-foot ceilings, plush seating, and an oversized stone and steel fireplace overlooks a dramatic water wall and reflecting pool.

ENTERTAINING SPACES

Flanking the lounge are two distinct entertaining spaces. The grand, glass-wrapped private dining room features a richly-appointed demonstration kitchen, perfect for an intimate dinner party with a celebrity chef. The dining room also opens to the private garden for large-scale affairs.

The jewel-box patisserie and tea room provide a relaxed setting for casual, everyday living.





The David Rockwell-designed front desk is a gestural sculpture in and of itself: constructed from a single carved maple log, black resin fills create an evocative contrast in material, color and texture.

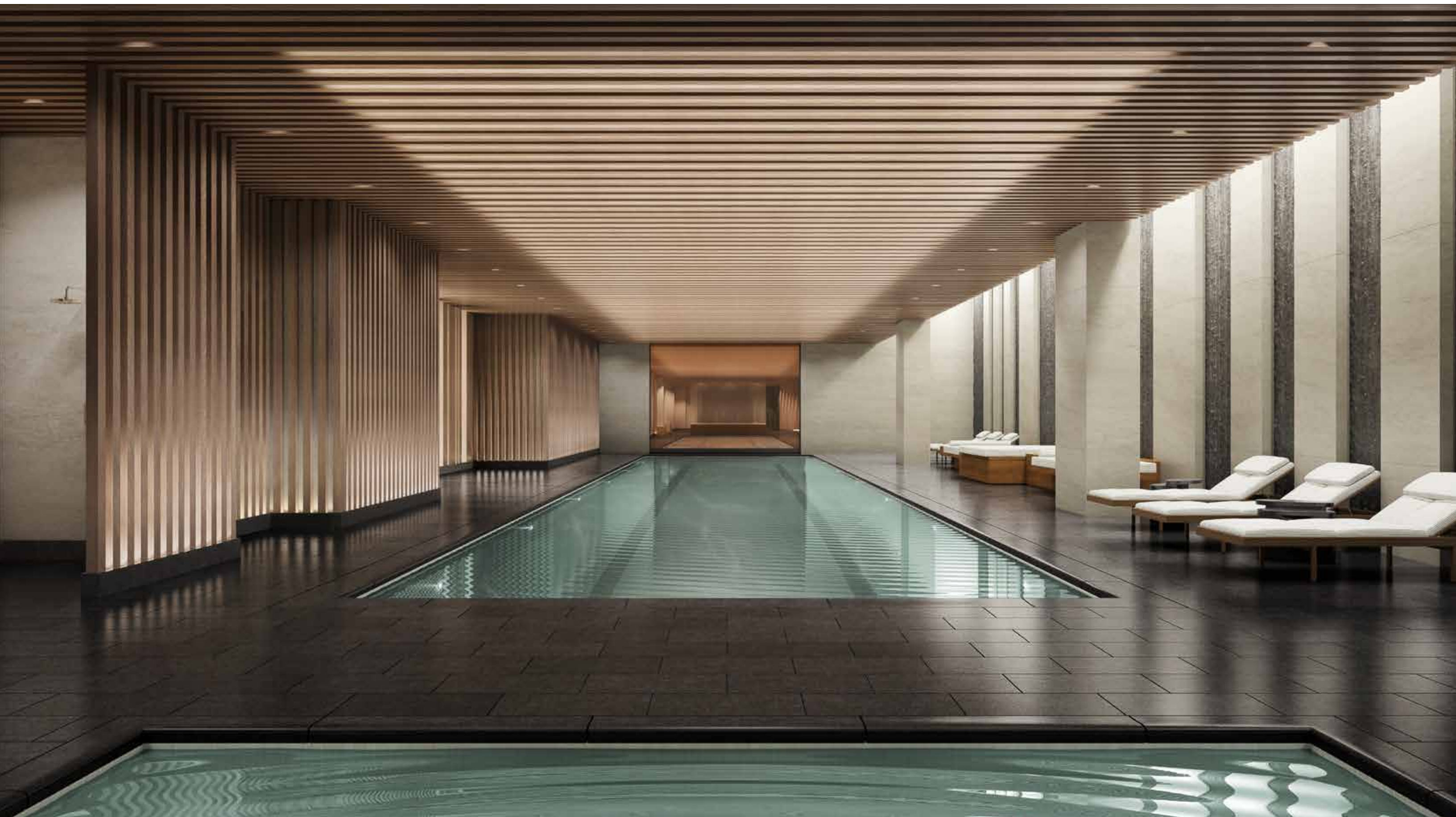
Just off the lobby, the patisserie table, also custom designed by David Rockwell, features a black quartzite top and an angled, reflective polished nickel base that shimmers in the morning sunlight.

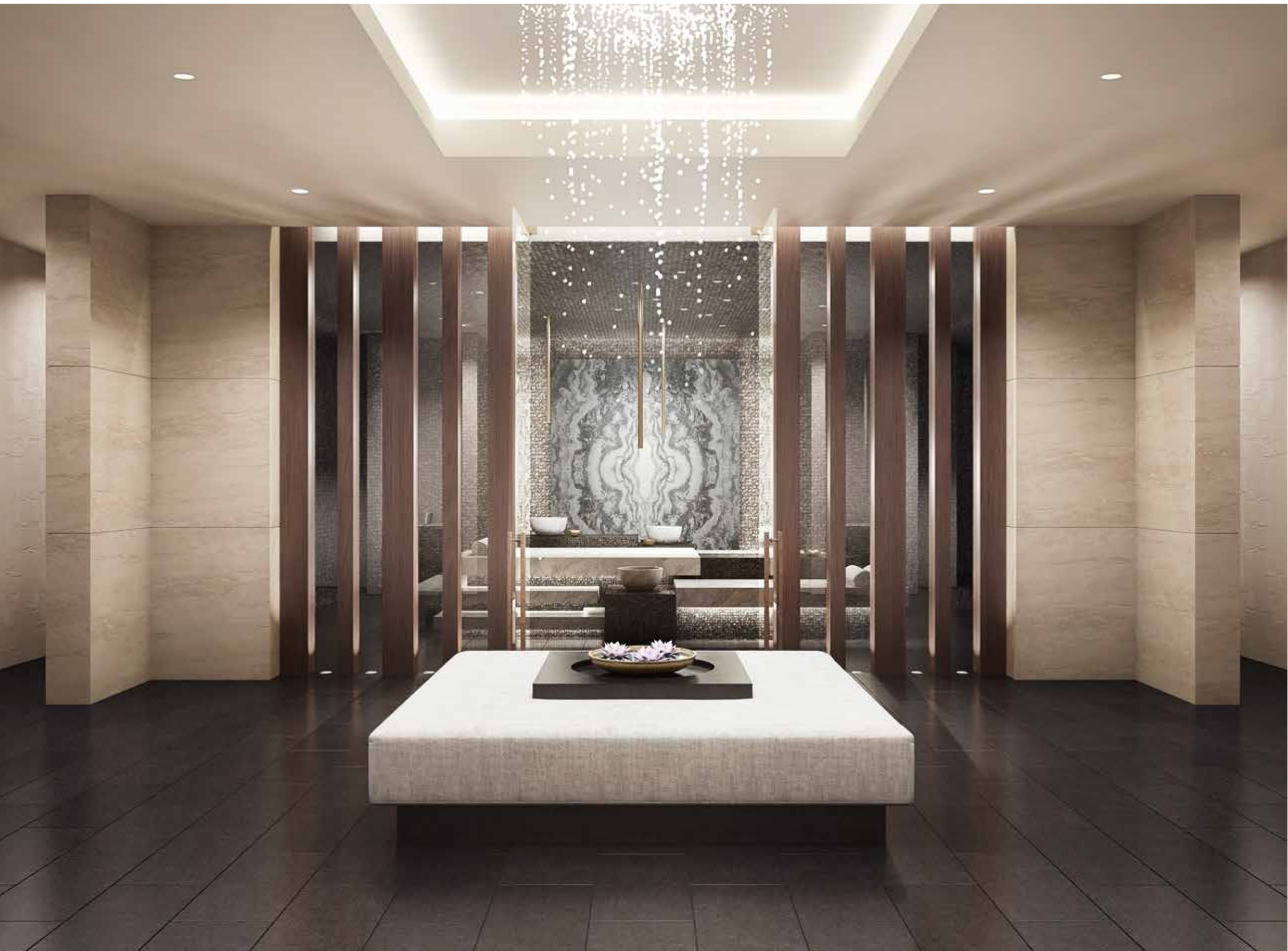


“When you combine organic
natural materials with true
artistry, you appeal to all
the senses.”

EDMUND HOLLANDER
EDMUND HOLLANDER LANDSCAPE ARCHITECTS







WELLNESS

An environment devoted entirely to wellness underscores 111 Murray Street's perennial connection with nature, providing an immersive, restorative experience.

Open spaces built from natural materials allow for every type of therapeutic practice—from swimming to yoga to private spa treatments. A majestic, 75-foot lap pool is framed by teak and stone lounges while a hot tub offers other ways to enjoy water's rejuvenating properties. The hammam is the centerpiece of the spa area with heated sculpted-marble beds and carved sinks, bringing a modern touch to the traditional Turkish bath.

Overlooking the pool, a fully-equipped 3,000-square-foot fitness center with separate movement studio gives residents access to a full suite of health-centered activities.

“The details of each area inform the whole experience. They give you a sense of underlying care, that these spaces were considered in a meaningful way.”

DAVID ROCKWELL
ROCKWELL GROUP





Modeled after an authentic Turkish bath experience, the hammam features heated stone beds, carved marble sinks, and slim, elegant fixtures.

Wood, steel, water, and stone combine to create an immersive and serene wellness experience.





RECREATION

Residents of all ages can enjoy personalized entertainment options.

The 25-foot-wide splash pool and floor-mounted water jets provides a playful sensory experience.

The children's playroom features an interactive Imagination Playground and an adjoining catering kitchen. The media room and teen recreational room offer game tables, large-screen televisions, and a music nook.

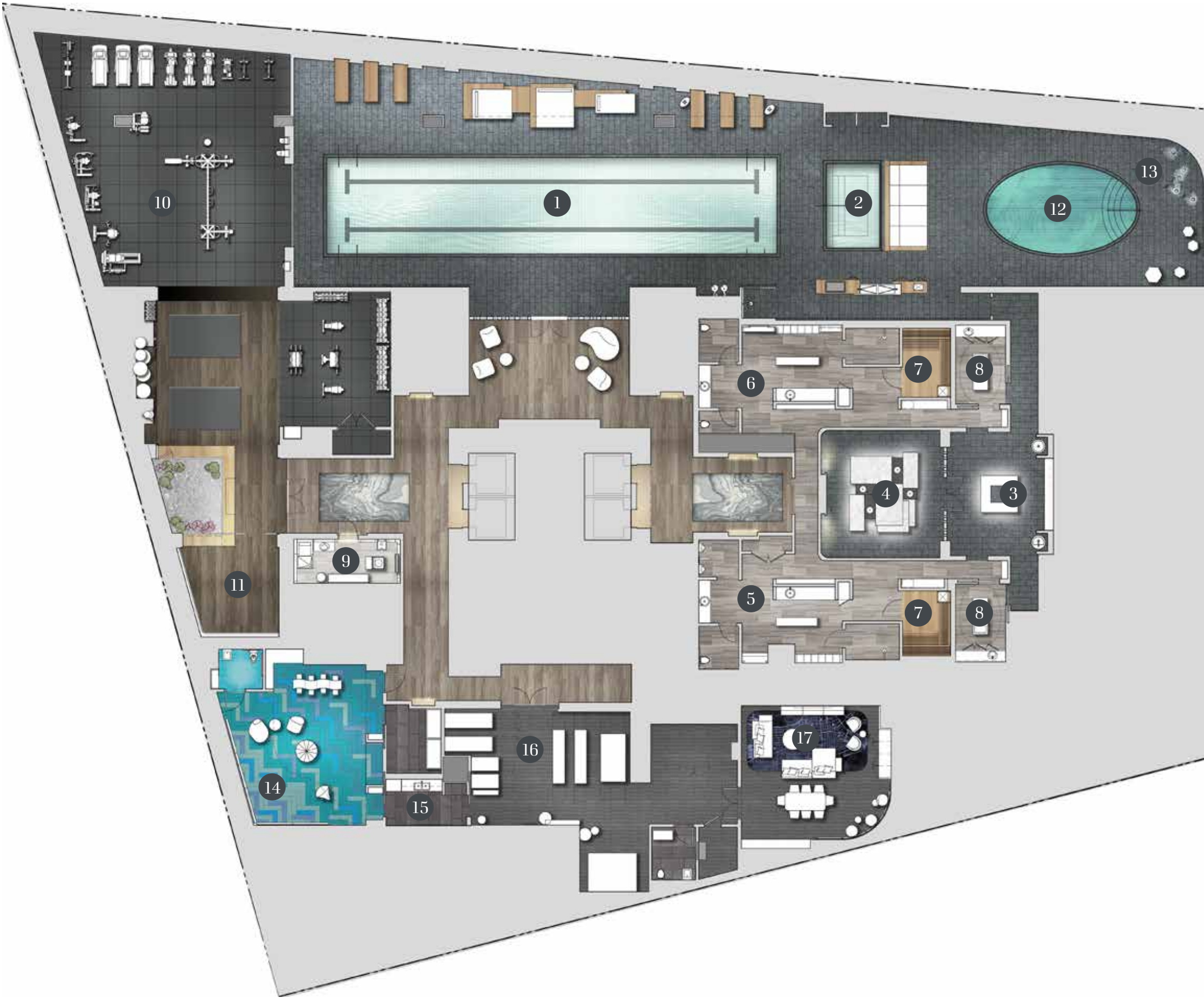


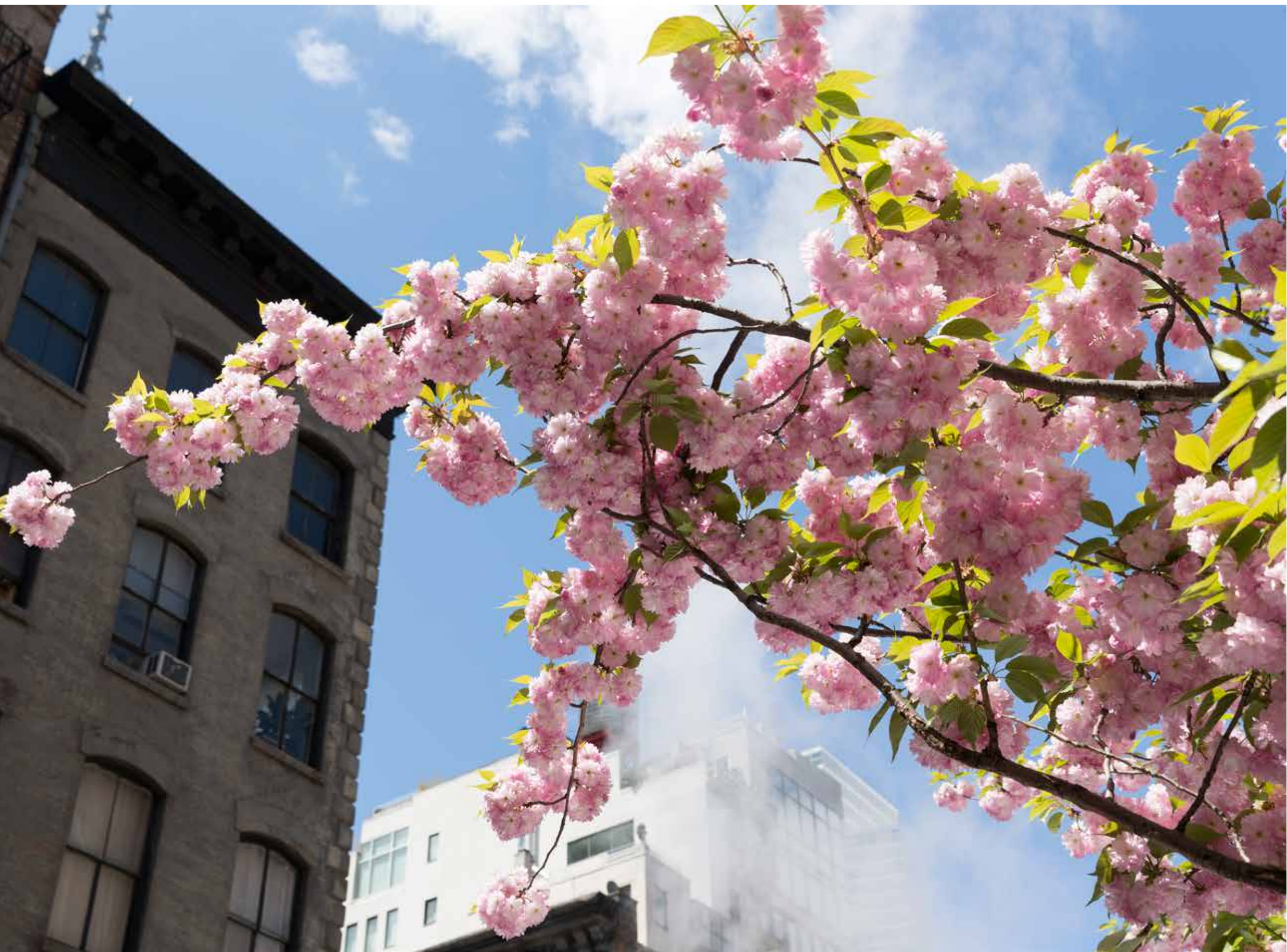
AMENITIES
GARDEN LEVEL

- 1. LOBBY
- 2. LOUNGE
- 3. PRIVATE DINING ROOM
- 4. DEMONSTRATION KITCHEN
- 5. PATISSERIE
- 6. TEA ROOM
- 7. PRIVATE GARDEN

AMENITIES
WELLNESS LEVEL

- 1. 75' LAP POOL
- 2. SPA TUB
- 3. SPA ARRIVAL
- 4. HAMMAM
- 5. GENTLEMEN'S LOCKER ROOM
- 6. LADIES' LOCKER ROOM
- 7. SAUNAS
- 8. TREATMENT ROOMS
- 9. SALON
- 10. FITNESS CENTER
- 11. MOVEMENT STUDIO
- 12. SPLASH POOL
- 13. WATER JETS
- 14. CHILDREN'S PLAYROOM
- 15. KITCHENETTE
- 16. TEEN LOUNGE
- 17. MEDIA LOUNGE





THE NEIGHBORHOOD

Right outside the doors of 111 Murray Street is the vibrant, storied neighborhood of Tribeca.

Quiet, cobblestone streets and abundant tree-filled parks offer residents peace and tranquility. Green spaces along the Hudson River waterfront feature extensive walking and biking paths to enjoy throughout the year. The neighborhood is home to many of the city's best restaurants and shops.





Tribeca boasts world-class dining including the Michelin-starred Nobu and Bouley, as well as Locanda Verde, Mr. Chow's, Tribeca Grill, The Odeon, and countless others.



“Tribeca is in the midst of a very exciting moment. The architecture, the food, the shopping—it is a neighborhood that inspires.”

WINSTON C. FISHER
FISHER BROTHERS



111 Murray Street is surrounded by amazing retail shops and boutiques including Brookfield Place.



“Looking out your window, you can see all of Tribeca—from the historic lofts to the innovative new architecture. The streets are alive with energy.”

STEVEN C. WITKOFF
WITKOFF



111 Murray Street is nestled amidst a number of incredible parks, including: Hudson River Park, Washington Market Park, and many others. All are moments from your door.

THE NEIGHBORHOOD
TRIBECA

DINING

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- 1 AMERICAN CUT
- 2 ATERA
- 3 BATARD
- 4 BOULEY
- 5 BRANDY LIBRARY
- 6 BRUSHSTROKE
- 7 THE BUTTERFLY
- 8 EL VEZ
- 9 GRAND BANKS
- 10 HUDSON EATS
- 11 IL GIGLIO
- 12 LANDMARC
- 13 LE DISTRICT
- 14 LITTLE PARK
- 15 LOCANDA VERDE
- 16 MR. CHOW
- 17 NOBU
- 18 NORTH END GRILL
- 19 ODEON
- 20 THE PALM TRIBECA
- 21 SARABETH'S
- 22 SHAKE SHACK
- 23 SUSHI OF GARI
- 24 TRIBECA GRILL
- 25 WALKER'S
- 26 WOLFGANG'S STEAKHOUSE

SHOPPING

—

- 27 BABESTA
- 28 BARNES & NOBLE
- 29 ISSEY MIYAKE

30 KORIN

31 PATRON OF THE NEW

32 ROSIE POPE

33 SHINOLA

34 STEVEN ALAN

35 THOM BROWNE

LEISURE

—

- 36 NORTH COVE MARINA
- 37 NORTH MOORE PLAYGROUND
- 38 PIER 25
- 39 PIER 26
- 40 REGAL CINEMAS BATTERY PARK

FITNESS

—

- 41 ASPHALT GREEN
- 42 DRILL FITNESS
- 43 EQUINOX
- 44 EXCEED
- 45 SOULCYCLE
- 46 TRACY ANDERSON STUDIO
- 47 REAL PILATES

CONVENIENCES

—

- 48 BED, BATH & BEYOND
- 49 BLOOM FLOWERS
- 50 DEVON & BLAKELY
- 51 EATALY
- 52 FRANKLY WINES
- 53 KINGS PHARMACY
- 54 WHOLE FOODS

HOTELS

—

- 55 DUANE STREET HOTEL
- 56 FOUR SEASONS HOTEL
- 57 GREENWICH HOTEL
- 58 SMYTH
- 59 TRIBECA GRAND HOTEL

SCHOOLS

—

- 60 PS 234 INDEPENDENCE SCHOOL
- 61 PS 89 INTERMEDIATE SCHOOL
- 62 STUYVESANT HIGH SCHOOL
- 63 TRIBECA COMMUNITY SCHOOL
- 64 WASHINGTON MARKET SCHOOL

BROOKFIELD PLACE

—

- 65 BOTTEGA VENETA
- 66 BURBERRY
- 67 CALYPSO ST. BARTH
- 68 DVF
- 69 ERMENEGILDO ZEGNA
- 70 HERMÈS
- 71 J CREW
- 72 JUDITH & CHARLES
- 73 LULULEMON
- 74 MICHAEL KORS
- 75 OMEGA
- 76 PAUL SMITH
- 77 SALVATORE FERRAGAMO
- 78 THEORY
- 79 TORY BURCH
- 80 VINCE



THE TEAM

FISHER BROTHERS

Since 1915, Fisher Brothers has come to epitomize excellence in prominent commercial and residential properties that dot the New York City skyline. From their modest roots as bricklayers in Queens, the founding brothers grew Fisher Brothers into what we know it as today—a family-owned, civic-minded, multi-generational real estate company that develops, owns, and manages first-class properties; as well as respected investors both in and out of the real estate sector.

Today, led by Arnold, Kenneth, Steven and Winston Fisher, the partners are proud to continue a legacy

of uncompromisingly high standards and attention to detail in design, programming and operations of both residential and commercial developments. Fisher Brothers expertise was tapped in the building of exclusive residences such as Imperial House and Park V. Fisher Brothers is currently developing residential properties in New York City and Washington, DC. Fisher Brothers built, owns and operates a sterling commercial real estate portfolio encompassing more than seven million square feet of Class A office space. The Fisher family’s deep-rooted commitment to philanthropy reinforces the company’s core values and permeates the entire organization.

WITKOFF

Witkoff is a privately held, global real estate development and investment firm headquartered in New York City. Founded by Steven Witkoff in 1997, the firm is a market leader in the ownership and development of premier residential, hospitality, office, retail, and mixed-use projects in major cities both in the United States and abroad.

Witkoff specializes in identifying and acquiring undervalued properties in key central business district locations as well as assets with strong repositioning potential in gateway markets. Leveraging a vertically integrated, operationally

focused approach to project development, with in-house teams focused on acquisitions, financing, design, development, construction, sales and marketing, and asset and property management, Witkoff has consistently executed creative strategies across diverse asset classes.

Witkoff currently owns a large diverse portfolio and has a number of high-profile projects under development. Over an 18-year period, Witkoff has been involved in over 75 projects comprising more than 18 million square feet and representing in excess of \$7 billion in total transaction value.

NEW VALLEY

New Valley maintains equity positions in a broad portfolio of domestic and international real estate investments in the U.S., the Caribbean and Europe including apartments/condominiums and hotels in Manhattan, Queens, Miami Beach, Palm Springs,

Maryland, Milan, Bermuda and St.Barthélemy. New Valley, which has executive offices in New York and Miami, also owns 70% of DouglasElliman, the largest residential real estate brokerage firm in the New York metropolitan area and fourth-largest in the U.S.

KOHN PEDERSEN FOX ASSOCIATES

Kohn Pedersen Fox Associates is an international design practice headquartered in New York City, with offices in London, Shanghai, Hong Kong, Seoul, and Abu Dhabi. Spanning more than 35 countries, their portfolio includes a wide range of projects from museums and cultural facilities to boutique hotel and residential towers to many of the world’s most prominent skyscrapers.

From luxury serviced apartment towers to branded condominium complexes, KPF has an extensive portfolio of residential work, including 21 Davies

Street in London’s Mayfair, 23-39 Blue Pool Road in Hong Kong’s Happy Valley, and National AIA Award winner One Jackson Square in Greenwich Village.

At the core of KPF’s architectural practice is design excellence. Earning the firm recognition as one of the most respected architectural design practices in the world, KPF’s body of work has been widely exhibited, is the subject of 13 monographs, and has won over 300 awards.

MR ARCHITECTURE + DÉCOR

David Mann established MR ARCHITECTURE + DÉCOR in 1995. In the 20 years since the firm’s inception, he has assembled an extraordinary team of professionals who have completed a myriad of unique projects ranging in diversity from household products, set designs, domestic and corporate interiors, restaurants and retail stores, to large scale hospitality installations, civic memorials, and groundbreaking residential architecture.

The firm’s projects have garnered considerable attention from a number of the world’s most prestigious industry publications. One of the more notable is a solar-powered, geothermal house located in upstate New York, featured in *T The New York Times Style Magazine*.

Other work includes the flagship Christian Dior Men’s and Women’s stores in Manhattan, the Parker PS hotel in Palm Springs, a private art gallery in the Pacific Northwest and the Pierre Hardy flagship store in Manhattan’s West Village.

Distinguished residential projects include a 12,000 square foot duplex loft in Soho, a new, ground-up townhouse on the Upper East Side, a Fifth Avenue apartment for a renowned art collector, and a Park Avenue duplex featured in *Architectural Digest*.

THE TEAM

ROCKWELL GROUP

David Rockwell is the founder and President of Rockwell Group, an award-winning, cross-disciplinary architecture and design practice based in New York City with satellite offices in Madrid and Shanghai. Twice named as one of Fast Company’s most innovative design practices, the firm crafts a unique narrative for each project through the intersection of theater and architecture.

Projects include W Hotels; Nobu restaurants and hotels worldwide, NeueHouse, and the Elinor Bunin-Munroe Film Center at Lincoln Center, among many others.

Rockwell Group also created the Imagination Playground initiative, set design for the 2009 and 2010 annual Academy Awards and set design for *On The Twentieth Century*, *Kinky Boots*, and *Hairspray*.

David’s numerous honors include the 2008 National Design Award by the Smithsonian’s Cooper-Hewitt National Design Museum for outstanding achievement in Interior Design, the Presidential Design Award for his renovation of the Grand Central Terminal, inclusion in Architectural Digest’s AD 100, and three Tony Award nominations for Best Scenic Design. David is a Fellow of the American Institute of Architects.

EDMUND HOLLANDER LANDSCAPE ARCHITECTS

Edmund Hollander is the President of Edmund Hollander Landscape Architects, a firm with offices in New York City and Sag Harbor. The firm employs landscape architects, environmental planners and horticulturists. Ed worked for The Delta Group in Philadelphia and the venerable firm of Clarke and Rapuano in New York City before founding Edmund Hollander Landscape Architects, with his partner Maryanne Connelly in 1991.

Hollander Design projects have been published in *The New York Times*, *Garden Design*, *Landscape Architecture*, *The Brooklyn Botanic Garden*

Handbook, and in numerous books on landscapes and gardens.

Edmund Hollander Landscape Architects has received many awards including the 2006 American Society of Landscape Architects Honor Award in the residential design category as well as the New York Chapter American Society of Landscape Architecture awards in 2003–2009 and in 2011. Most recently the firm has been nominated for the Cooper Hewitt National Design Award in Landscape Architecture.

GOLDSTEIN, HILL & WEST ARCHITECTS

Goldstein Hill & West Architects (GHWA) is a New York City-based architecture firm dedicated to the creation of the highest quality multi-use buildings. At its core, GHWA is a group of design professionals deeply experienced in the planning and design of high-rise residential and hospitality buildings, retail structures and multi-use complexes. Together the team has designed many of the most prominent structures in the New York City metropolitan area.

Alan Goldstein, L. Stephen Hill and David West, the company’s founders, have a legacy of excellence in design stretching back over 25 years. Together the team has the vision and skills necessary to create bold solutions that respond to the urban environment.

CREDITS

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