

# Forbes

## Musician Lenny Kravitz Brings His Trademark Flair To Luxury Condo Building In New York



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*I cover residential real estate, including buying, selling and trends.*



The living room in the model unit that Kravitz Design recently completed at 75 Kenmare features a vintage Milo Baughman sofa. [-] EVAN JOSEPH

Lenny Kravitz’s creative flair goes beyond releasing award-winning albums and starring in films like “The Hunger Games.” So it makes perfect sense that the multitalented musician would have a hand in designing condos that would tap into his cool and eclectic style.

When planning began on [75 Kenmare](#) in New York's NoLita (North of Little Italy) neighborhood near SoHo, Kravitz's design firm was up for the challenge. The development is the first New York City building with interiors by Kravitz Design. Kravitz led the design of 75 Kenmare's contemporary interiors, including the staging of the building's showcase space on the fifth floor, Unit 5A.

Brooklyn-based ASH NYC designed a model unit on the second floor under the advisory of Kravitz Design. Fredrick Eklund and John Gomes of Douglas Elliman are the exclusive sales and marketing agents for the property.

75 Kenmare manages to both embrace and provide refuge from the teeming NoLita neighborhood, which Gomes says has emerged as a hip neighborhood. "The reason why it's so cool is that it's very hip, and there are amazing restaurants and great shops and entertainment. And it's centrally located, right next to SoHo," he explained.

"I think one of the great things about 75 Kenmare is the scale of the building is really complementary to the neighborhood," says Kravitz in a cool [video](#) where he describes his design inspiration for the condo building. "It's got a very intimate feel. Home should be a place where you feel like yourself. Where you feel natural, where your spirit is comfortable. A place where you want to make memories and a life. Home should be your refuge."

Drawing inspiration from an eclectic downtown vibe, Kravitz Design integrates natural stones, bonded metal and aged oak throughout the building.

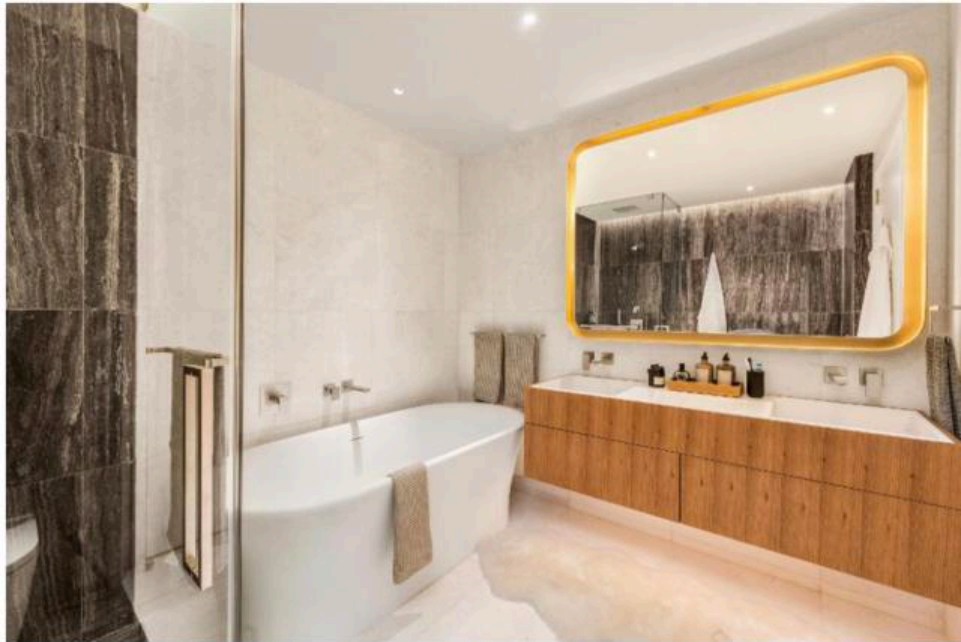


The open-plan kitchen showcases white oak cabinetry and Gaggenau appliances. EVAN JOSEPH

Unit 5A, which comes with a price tag of \$4.495 million, features a rich mix of textures and patterns combined with unique contemporary and vintage furnishings. The 1,661-square-foot condo includes two bedrooms, two full bathrooms and one half bathroom and also features the building's signature oversized custom-designed casement windows and a radiant-heated master bathroom floor.

An abundance of natural light streams into the living room while white oak floors add a warm and inviting touch. The master bedroom is imbued with a sense of serene tranquility. Matte-finished white oak floors and enormous windows accented by bronze-hued mullions overlook NoLita.

The kitchen combines all the right ingredients with matte-white lacquer cabinetry and Gaggenau appliances. The marble countertop and backsplash blend with the elm-clad refrigerator and matching breakfast bar to meld classic with modern.



The master bathroom features an oak vanity and a brown travertine shower. EVAN JOSEPH

Gomes said 75 Kenmare, which is over 60% sold, is setting a new standard for the neighborhood.

“NoLita is very high end and refined and quite beautiful,” he explained. “75 Kenmare is the most special and most expensive building that’s come to the neighborhood.”

Gomes added that Kravitz’s design is “a beautiful interpretation of the space, and people just love it. They think it’s very cool. It’s very downtown, very comfortable. It’s very relaxed. It’s very rich and expensive, but it’s also approachable. You don’t mind throwing your feet up on the sofa. Some of these places can be beautiful, but they are so fancy that they are a little too fancy for their own good.”