

# ROBERT A.M. STERN ARCHITECTS

<https://www.ramsa.com/news/article/related-unveils-261-hudson-street>

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## NEWS

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April 3, 2017

### Related Unveils 261 Hudson Street



Today Related Rentals announced the launch of leasing at 261 Hudson, designed by Robert A.M. Stern Architects.

In contrast to recent glass-curtainwall neighbors, 261 Hudson draws inspiration from the restored historic warehouses that give the neighborhood its appeal. Occupying a long mid-block site, 261 Hudson Street's facade is articulated into a syncopated composition of three interlocking tower elements that define setback terraces as the building rises. Red brick foreground elements stand against glazed and matte black brick fields that appear to recede; cast stone banding, piers rising into the towers, and inset metal panels that organize the windows into pairs add to the relief of the facade. Designed to achieve LEED-Gold certification, the twelve-story brick building offers 160 luxury rental residences with more than 30 different arrangements ranging in size from studios to two-bedrooms, providing the ease and flexibility of loft living.

"We designed 261 Hudson to reflect and cater to our residents' downtown lifestyle. The building epitomizes industrial elegance, simultaneously paying homage to the neighborhood's iconic manufacturing past while offering modern, light-filled open-plan apartments with custom finishes and contemporary conveniences," said Bryan Cho, executive vice president at Related Companies. "The building's amenity collection offers a diverse suite of indoor and outdoor spaces to relax, entertain and work, while the residential experience is further enhanced by our highly acclaimed hospitality-inspired service offering for which Related is known."

"Robert A.M. Stern Architects is excited to make an architectural contribution to the newly vibrant West SoHo / Hudson Square neighborhood," said Daniel Lobitz, Partner at Robert A.M. Stern Architects. "The site enjoys a long frontage on Hudson Street, and we've taken advantage of that to articulate the facade in true New York style with a rhythm of stepped towers that march along the sidewalk and catch the sunlight in a beautiful way. We've furnished the interiors of the building's common spaces with an eclectic mix of modern and vintage ideas as seen through the eye of a well-traveled collector."

RAMSA partners Robert A.M. Stern and Daniel Lobitz led the design effort. For more information, please [click here](#).

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