

# DEPARTURES

Real Estates

## New Build on New York City's Madison Avenue Effortlessly Blends High Design With Functionality



Donna Dotan/Courtesy Naftali Group

The Benson is the first ground-up condominium on Madison Avenue in more than 25 years.

By Jordi Lippe-McGraw on February 03, 2021

Manhattan's [Upper East Side](#) is a storied destination with landmark buildings like the [Carlyle Hotel](#) and the original [Sotheby's](#). Now, [The Naftali Group](#) is hoping its new luxury residential tower at 1045 Madison Avenue will join the mix.

Dubbed [The Benson](#), Peter Pennoyer Architects designed the 19-story condominium. It features a hand-laid Indiana Limestone facade, mullioned windows, and a series of set-back terraces with intricate ironwork that blends in with the [neighborhood](#). While the exterior is striking, so too is the interior, which we can now see thanks to the new sales gallery.



*Donna Dotan/Courtesy Naftali Group*

There are just 15 classically inspired residences, ranging from three-to-seven-bedrooms and available in half-floor, full-floor, and duplex configurations. Residents enter their homes via a private elevator where they are treated to high-end design, like in the bespoke kitchen by Christopher Peacock Design, complete with hand-painted millwork cabinetry. And each unit was situated to have the public rooms facing the avenue and Central Park.



*Donna Dotan/Courtesy Naftali Group*

"We envisioned The Benson's atelier as a livable gallery that comes together in a highly stylized way, allowing visitors and potential buyers to be immersed in an all-encompassing design experience the moment you walk through the door," architect Peter Pennoyer told Departures in a statement. "The thoughtful, free-flowing layout invites you on a multi-sensory journey, encouraging interaction with the rich materials and interiors that will be found within the bespoke residences. The design is greatly collaborative in nature, reflecting the identity of The Benson."

Or, as Italian designer Achille Salvagni described it, "It's like entering a chic Parisian Maison."





*Donna Dotan/Courtesy Naftali Group*

While each spacious residence provides plenty of room for privacy, The Benson also has top-notch community amenities for residents to enjoy. There will be a beautifully-landscaped rooftop lounge with Central Park views and a fire pit; a private movie theater designed by Salvagni; a private spa with sauna and steam; a creative art studio; a wood-paneled library with a garden; a half-basketball court and gym. Of course, the lobby will have a round-the-clock doorman and concierge service.

"Sophisticated and intimate, the arrival embodies the heart and soul of the Upper East Side," said Salvagni.

The Benson plans to open in late 2021, with units starting at \$12.8 million.