



LUX EXPOSÉ



After launching in late September, The Benson, Naftali Group's latest Upper East Side project and the first brand new condominium to rise on Madison Avenue in over 25 years, has already signed nearly \$100 million in contracts, all at full asking price with several resulting in bidding wars. Designed inside and out by acclaimed AD100 architect Peter Pennoyer, The Benson draws inspiration from the surrounding Upper East Side neighborhood and is reminiscent of the area's great historic apartment houses.

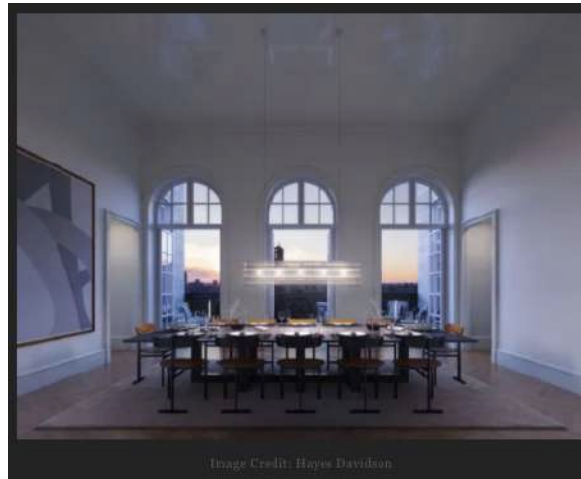


Image Credit: Hayes Davidson

The new condominium development on 79th Street and Madison Avenue boasts lobby designed by Italian superstar designer and architect, Achille Salvagni. It features fluted walls and a backlit onyx fireplace.

The 15 classically-inspired homes have direct access to a generous suite of club-like amenities, including a beautifully-landscaped rooftop lounge with scenic Central Park views and a fire pit; a private cinema; private spa with sauna and steam rooms; creative art studio for all ages; wood-paneled library with an adjoining landscaped garden; a half-basketball court and a state-of-the-art fitness center. The lobby will be attended 24-hours a day with a doorman and concierge service. Additionally, a pet spa with washing station, bicycle storage, cold storage with room for fresh food and flower deliveries and private storage is available for purchase.



Image Credit: Hayes Davidson

The Benson's boutique design features expansive half-floor, full-floor and duplex layouts, generous private terraces and access to shared outdoor space, spacious kitchens, which have been designed in partnership with British cabinetry creator Christopher Peacock, and private elevator landings. Ranging from three-to-seven-bedroom homes, residences currently in contract at The Benson include Penthouses B and C, which signed for \$35 million and \$22 million respectively, as well as a few other full-floor residences. A collection of homes are still available, including the stunning duplex overlooking an enchanting garden.

The occupancy is expected in 2021.

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