

HOME DESIGN / FURNITURE

EXCLUSIVE: How B&B Italia Is Part of Waldorf Astoria New York's Next Chapter

When the first private Park Avenue residences are completed at the end of 2024, they will come with Molteni&C kitchens and the option to add exclusive turnkey packages complete with B&B Italia Group furnishings and Bang & Olufsen audio-visual equipment.

By **SOPIA CELESTE**  MAY 24, 2024, 9:57AM



MILAN — The Art Deco yesteryear glamour of the Waldorf Astoria **New York** will rise again at the end of 2024, this time with fine **B&B Italia** furnishings.

The Italian **design** firm has partnered with the Waldorf Astoria Residences **New York** on Park Avenue for exclusive packages. It's the first and only residential building to offer B&B Italia turnkey **furniture** packages within the city, the companies told WWD Thursday amid the unveiling of its first model residences.

Showcasing innovative **design** in **furniture** and interiors, along with B&B Italia's Made in Italy quality, curated accents and accessories, as well as state-of-the-art audio-visual equipment from Bang & Olufsen, prospective buyers will have the opportunity to step inside a fully furnished home and get a glimpse into luxury living at Waldorf Astoria Residences New York.

Francesco Farina, chief executive officer at B&B Italia USA, touted the creativity and comfort of the residences. B&B Italia is under the **Flos** B&B Italia Group galaxy of brands that comprises Danish lighting-maker **Louis Poulsen**, Lumens, Arclinea, Maxalto, Azucena and **Audo Copenhagen** and **Fendi Casa**. The group closed 2022 with revenues of 867.6 million euros, up 25.8 percent on the previous year.

B&B Italia has been involved in other residential projects worldwide: Oakridge Park Vancouver, One Bangkok Bangkok, South Bank Turks and Caicos, the Mandarin Oriental Beverly Hills and Casa Bella Residences by B&B Italia Miami.

The original Waldorf Hotel was built at 33rd Street and Fifth Avenue in 1893 by William Waldorf Astor. Four years later, John Jacob Astor IV, William's cousin and familial rival, built an even taller hotel next door in an act of one-upmanship. The cousins finally agreed to a truce and the two buildings were connected through a 300-foot marble corridor known as Peacock Alley. The current Waldorf Astoria on Park Avenue between 49th and 50th Streets was built in 1931. Today, Waldorf Astoria is part of the Hilton galaxy of brands.

In March, Hilton revealed its plans for Waldorf Astoria Residences Dubai Downtown, set for completion in 2028. Located in the United Arab Emirates, Waldorf Astoria Residences Dubai Downtown will be the first stand-alone Waldorf Astoria residential address outside of the U.S. The Waldorf Astoria has also partnered with Al Hamra, the lifestyle developer and investment company in Ras Al Khaimah, in the UAE, for the launch of Waldorf Astoria Residences Ras Al Khaimah, set to open in 2026. The development marks the debut of the first Waldorf Astoria Residences as part of a managed resort in the UAE.



Last year, New York's Waldorf Astoria underwent a makeover and about half of its rooms were converted into apartments with a total of 375 private homes and 375 hotel rooms. The design was lead by designer Jean-Louis Deniot who sought to maintain the Art Deco glamour characteristic of its origins. Kitchens feature wood and lacquer cabinetry custom-designed by Deniot and fabricated by Italian design house Molteni&C, cleverly concealing top-of-the-line German appliances by Gaggenau.

Residents will have exclusive access to more than 50,000 square feet of private residential amenities, ranging from health and wellness to entertaining and business spaces. The Waldorf Astoria Residences New York will offer homes starting from \$1.8 million.

“Our partnership with B&B Italia to introduce the first turnkey model residences at the Waldorf Astoria Residences New York is a defining moment. Our discerning buyers, coming from all over the world, are seeking not just a residence, but an effortless lifestyle...all the while experiencing the impeccable service synonymous with the Waldorf Astoria New York,” Andre Zotoff, CEO of Strategic Hotels & Resorts, the asset management company of Waldorf Astoria New York, told WWD.



Waldorf Astoria Residences New York on Park Avenue with B&B Italia furnishings.