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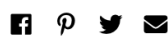
Amenities include a striking 75-foot-long pool.
PHOTO: DBOX

Yabu Pushelberg Brings a Fresh, Modern Sensibility to New York's Traditional Upper East Side

The New York-based design firm worked alongside Robert A.M. Stern Architects to design 255 East 77th, a 62-unit luxury condo tower with hotel-like amenities

BY EMMA REYNOLDS

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New York's [Upper East Side](#) is more known for its impressive architecture, from Georgian and Neo-Italian Renaissance to Victorian, Classical, and [Art Deco](#). Brimming with mansions, townhouses, and pre-war residential buildings, the neighborhood has been experiencing a wave of new-build luxury condos over the past few years that hover over the neighborhood and add to the city's ever-growing skyline.

One of the latest large-scale condo buildings is [255 East 77th](#), a 36-story, 62-unit condo tower along 2nd Avenue. The building, which has broken ground and is set to open next year, was developed by [Naftali Group](#), with architecture from renowned firm [Robert A.M. Stern Architects](#) (RAMSA) and interiors from New York-based design and product firm [Yabu Pushelberg](#). Founded by George Yabu and Glenn Pushelberg, the firm aims to tell stories through design and evoke emotional experiences, while blending Japanese minimalism and innovative modern designs.



255 East 77th, a 62-unit luxury condo tower.

PHOTO: DBOX



The residences feature floor-to-ceiling windows.
PHOTO: DBOX

Classical architecture is knit into the fabric of the Upper East Side, which will include 255 East 77th. The facade is embossed with sculpted details and carved wildflowers, custom antique bronze double entry doors, custom stone parapets, and decorative details, including the building's signature oak leaf motif. The building honors the neighborhood's legacy, while representing a new generation of Upper East Side living with hotel-like amenities, smart home technology, and functional layouts that adhere to the needs of today's younger buyers.

"Our design for 255 East 77th Street is rooted in the idea of bridging generations—creating a balanced space that resonates with both the younger generation returning to the Upper East Side and their families who have long resided there," [Glenn Pushelberg](#) tells *Galerie*. "By distilling Classical architectural elements through a contemporary lens, we crafted an environment that feels both sophisticated and approachable."



The facade is embossed with sculpted details and carved wildflowers.
PHOTO: DBOX

The building will feature two- to seven-bedroom residences that span half floors and full floors, as well as six dramatic Penthouse residences that crown the tower. The residences are lined with floor-to-ceiling windows that flood each space with natural light and include a muted color palette and high-quality materials and features, including white oak floors in a herringbone patterns, Calacatta Gold marble mantelpieces, high ceilings, polished nickel hardware, and various types of marble and stone.

“We aimed to balance the duality of traditional uptown living with modern New York sensibilities,” George Yabu says. “Drawing from the Classical and Victorian architectural styles that give the Upper East Side its timeless elegance and rhythm, we designed every detail—from the crown molding and arches to the patterned stone floors—to honor the neighborhood’s heritage. With the oak leaf motif repeating along the building’s exterior, we thought it would be fun to bring that element inside in a more whimsical way, inspiring a playful mosaic pattern for the pool and subtle touches of the motif on the entry door pulls.”



The steam room.
PHOTO: DBOX



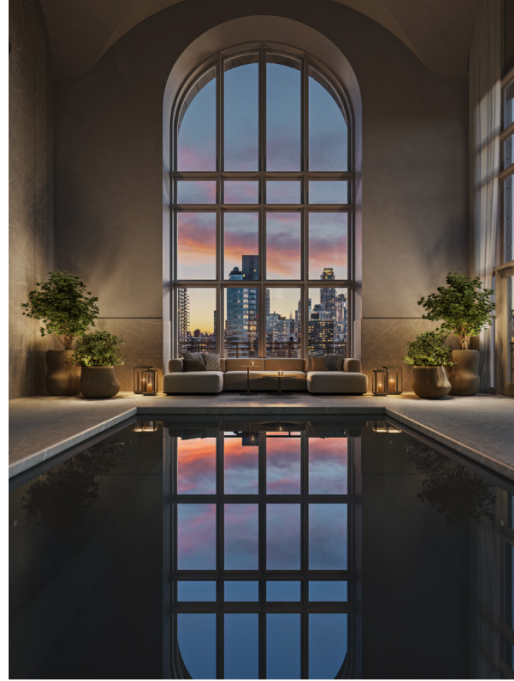
The sauna.
PHOTO: DBOX

Amenities include a striking 75-foot-long pool with double-height barrel ceilings and massive arched windows; 24-hour concierge-attended lobby; Winter Garden; state-of-the-art fitness and yoga facilities; treatment room; movie theater; recording studio for music practice, recording, or podcasting; a golf simulator; children’s playroom with custom mural art; and a porte-cochère.

See below for more photos:



The building features a porte-cochère.
PHOTO: DBOX



The pool area features double-height barrel ceilings.
PHOTO: DBOX



Residents have access to a 24-hour concierge-attended lobby.
PHOTO: DBOX



A state-of-the-art fitness center.
PHOTO: DBOX



A yoga center.
PHOTO: DBOX



A multi-sports simulator.
PHOTO: DBOX



A recording studio.
PHOTO: DBOX



A private cinema.
PHOTO: DBOX

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