

## VOICES

# How Piet Boon Hopes to Turn Wall Street into a Residential Destination

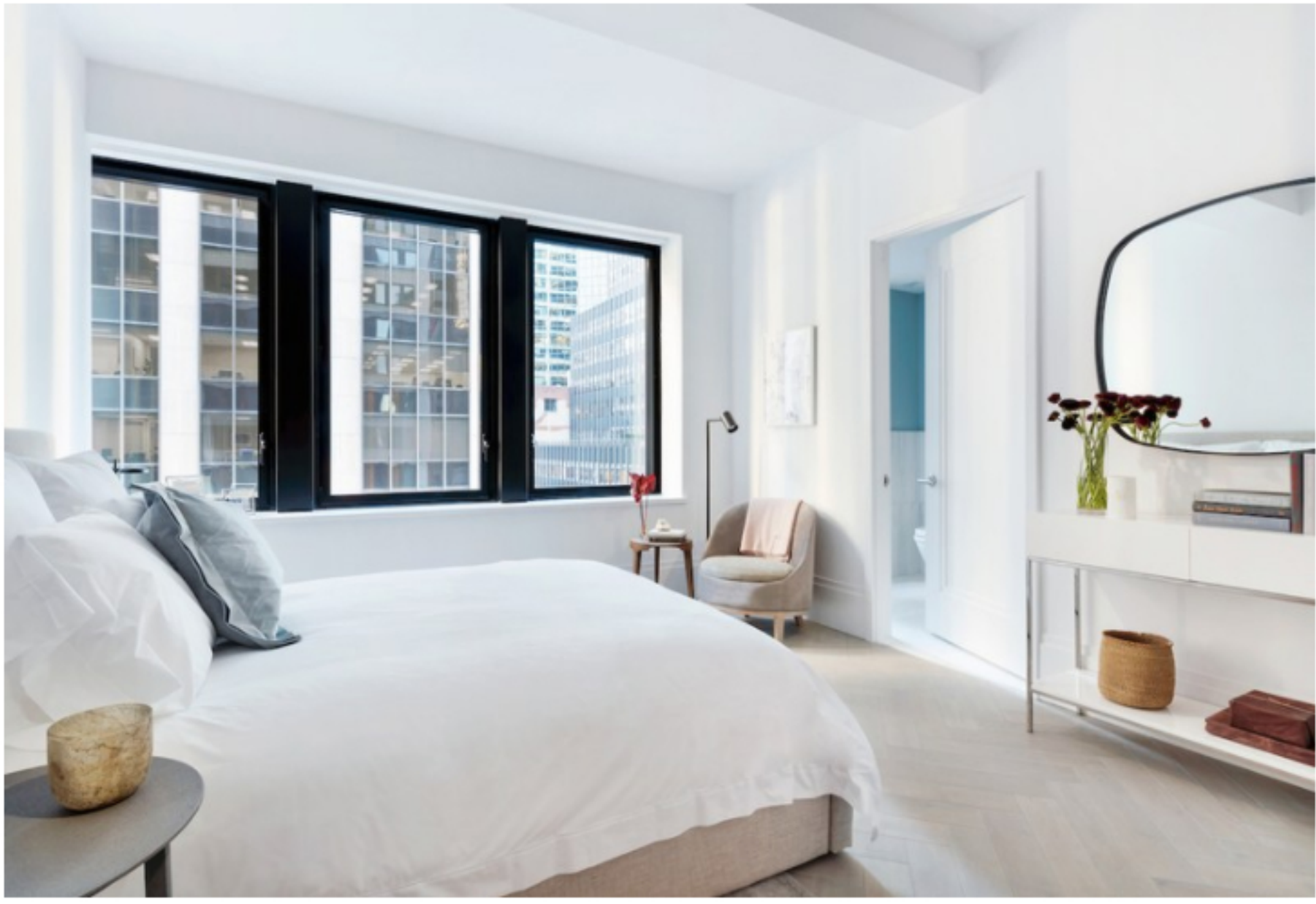
At 101 Wall, Art Deco meets contemporary luxury meets to-die-for views.

TEXT BY [CARLY OLSON](#) · Posted January 26, 2018

Piet Boon is planting a hard-to-miss flag in the Big Apple. The Amsterdam-based founder of architecture and design firm Studio Piet Boon has recently been lending his refined touch to projects galore in New York City (think rich finishes with a clever mix of natural wood accents). Following the completion of two luxury condo developments—one in Williamsburg and the other on Park Avenue—and big-time residential projects, AD PRO caught up with the architect to hear more about the latest example of his style, the luxury condominium [101 Wall](#) in the Financial District.



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Inside a master bedroom at 101 Wall.

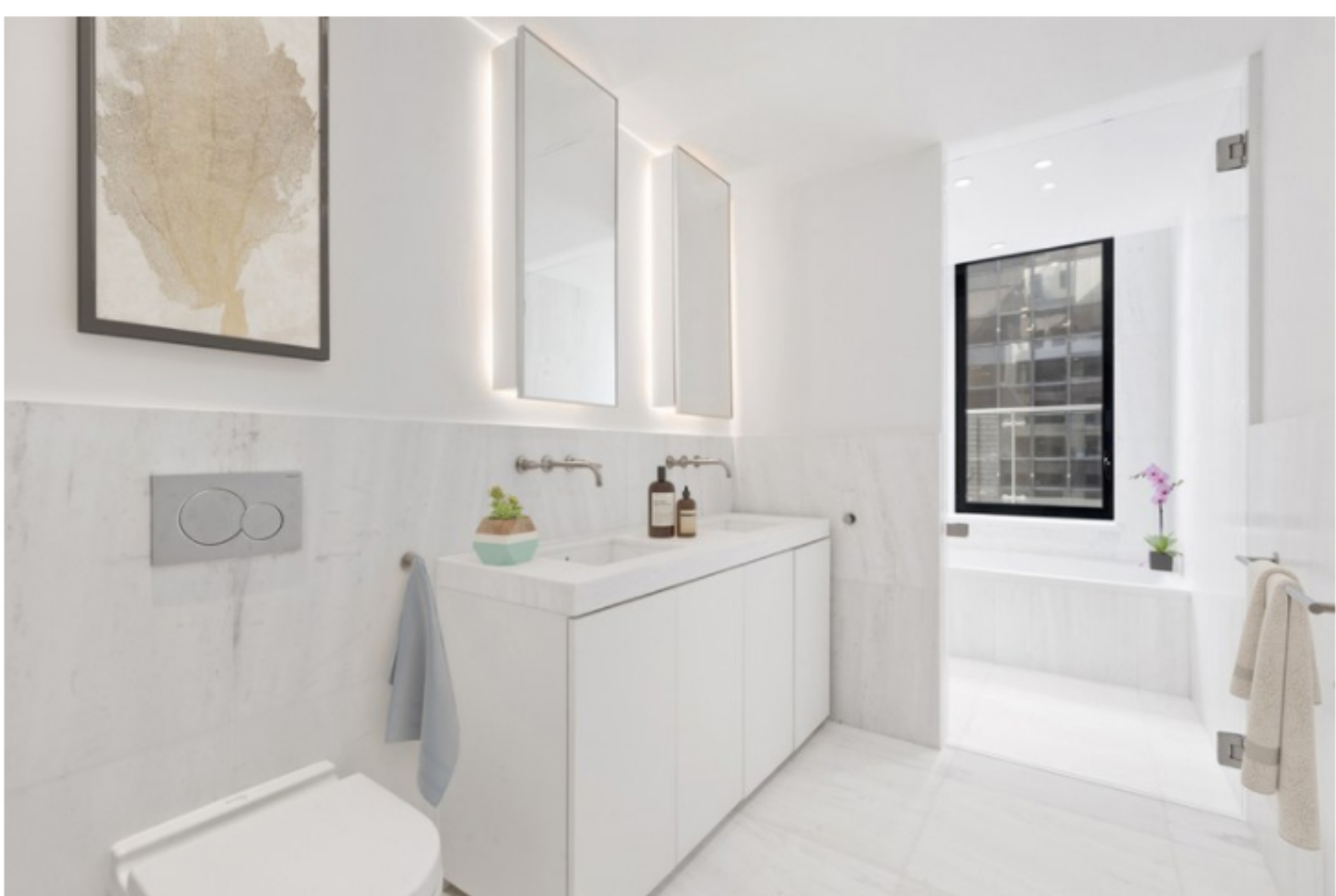
Colin Miller

When I comment that FiDi isn't widely thought of as a premier real estate destination in Manhattan (indeed, until quite recently, the neighborhood was a near ghost town on evenings and weekends), Boon replies with a confident "Not yet"—he believes that projects like 101 Wall and other high-end developments will bring a certain well-heeled set to the area. How is this sudden residential expansion possible? Some spaces previously reserved for commercial endeavors are being repurposed into residences—including 101 Wall. "As a design studio, it is great to be able to contribute to such an evolution and, in my opinion, positive change to the city," Boon explains.



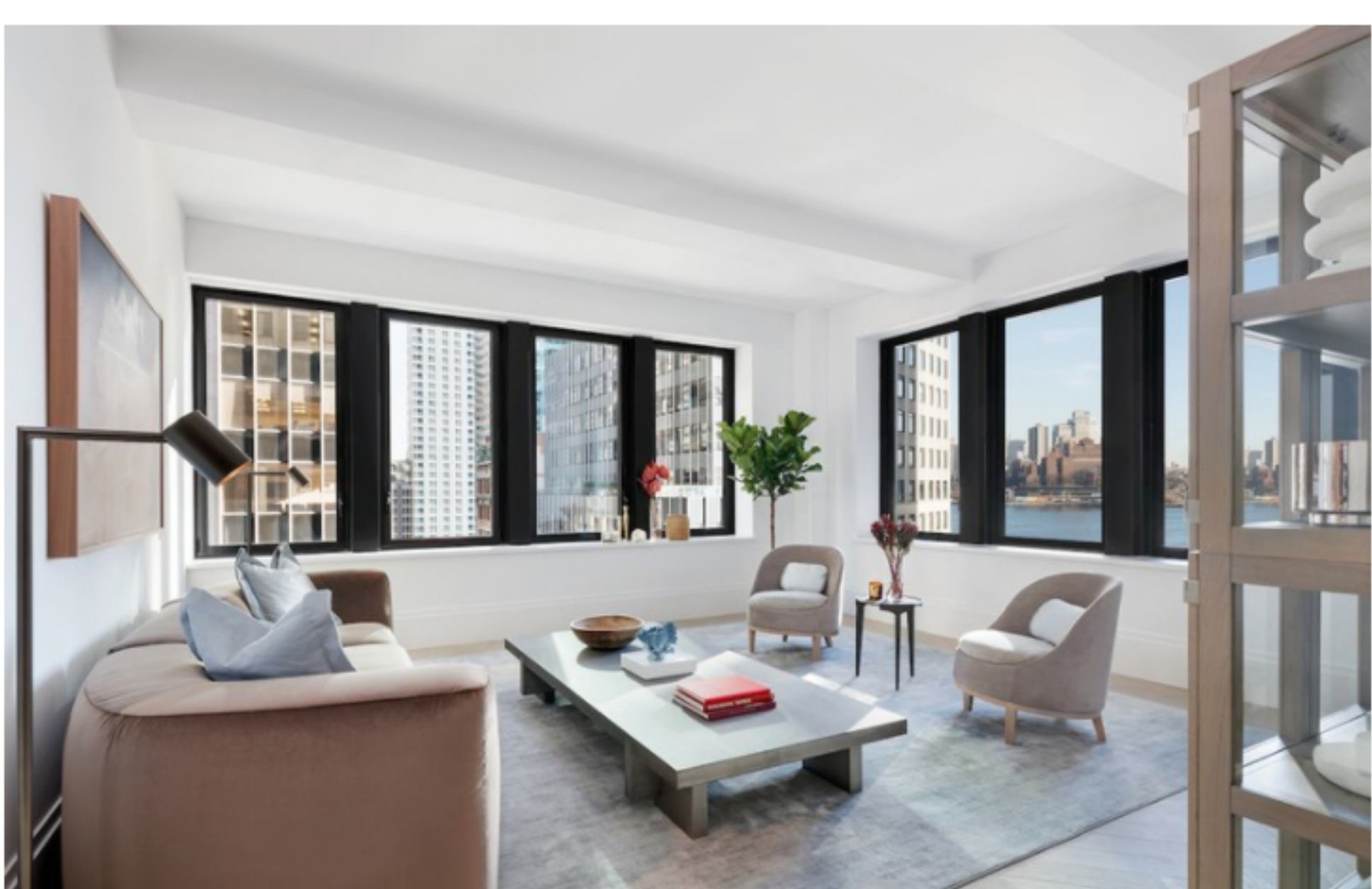
The roof deck offers sweeping views of the river and the city sparkling at night. *Photo: Courtesy 101 Wall.*

101 Wall presented a particular challenge for Boon and his team, who mostly design ground-up projects—they had to work with a given structure. But this can also be a gem in disguise, as storied architectural details can't be fabricated, especially in this tiered building. "As we drew inspiration from the building's architectural language, we chose to preserve its rich Art Deco features and seamlessly blend these with our own contemporary design aesthetic," Boon says. "We wanted the heritage of the building, its geometric lines, subtle decorations on the façade, and brass elements to echo throughout the entire interior design."



The penthouse bathroom is more contemporary than Art Deco, clad in crisp white marble and decked out with a separate shower, white lacquer vanity millwork designed by Boon, and Kohler fittings. *Photo: Courtesy 101 Wall.*

Photographer: Ryan Lahiff



A light-filled living room. *Photo: Courtesy 101 Wall.*

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Perhaps the most obvious design element that Boon preserves is the building's tiered exterior, which he describes as its "wedding cake" look. "This allowed us to create private outdoor gardens that act as an extension of the interior," Boon explains. The setup is ideal for enjoying some sweeping waterfront views. "The given historic proportions of 101 Wall and effective use of space was one of the things that caught our eye," he adds.

"When designing, we always consider the site environment, history, and the clients' interest as key factors for our designs," Boon explains. "It was a delicate task in making it even better."

*One-bedroom residences start at \$1,120,000; four-bedroom residences from \$3,225,000; and a penthouse is asking \$5,995,000.*