

DESIGN LENNY KRAVITZ

For \$1.44 million, there's a rock star apartment.

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From From Ester Strerath

Golden elevator doors, a snakeskin armchair: Lenny Kravitz, the musician, establishes himself as an interior designer. In New York he has furnished several apartments - which have hefty prices for a few square meters.



The entrance to the elevator: Three different natural stones were laid to a graphic pattern. Of course, a concierge watches 24 hours a day. Source: Gianni Franchelucchi

It is a mix of glamour, sexyness and urban mundanity. A rock star has furnished the apartment house "Kenmare 75" in New York: Lenny Kravitz. He extravagantly combines different styles in his interiors. "Music and design are very similar," says Kravitz. "They are both sculptural and layered. You start with a base and then you build on it. At the end you have a mood, a vibe. Something that makes you feel different than before," he explains.



Cool and cozy: Chill in a snakeskin chair close to the fireplace. The gold-colored side table is also designed by Kravitz. Source: Gianni Franchelucchi



The boss himself. His company has eight employees.
Source: NBCU Photo Bank via Getty Images/NBC

Kravitz has been oscillating between micro and material samples since 2003 - the year in which the American, who lives in Paris, founded his own design company. "Kravitz Design" designed products ranging from wallpaper (for Flavor Paper) to door handles (for Rocky Mountain Hardware) to chairs (for Kartell) and chandeliers (for Swarovski). In between, he furnished individual apartments, suites for the four-star hotel "SLS South Beach" and finally a super luxury villa in the hills of L.A.
"Kenmare 75" in the Nolita quarter in Manhattan is the first multi-family property and, with 38 apartments plus lobby, gym and roof terrace, the superstar's largest project to date.



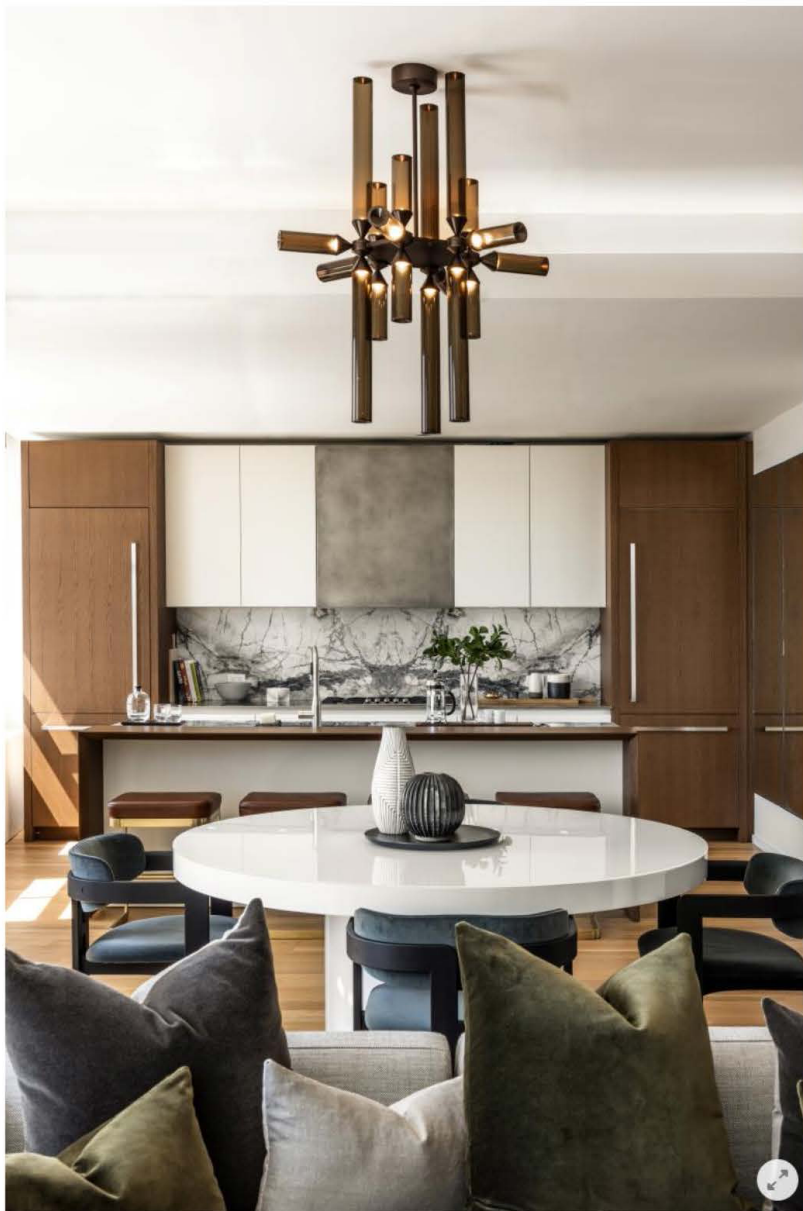
Room for vanity: In the shower is room for two if the tub is occupied.
Source: Gianni Franchelucchi



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For Kravitz, it's a home game: Just a block away, on Broome Street, the New Yorker moved into his first loft in 1988. His design company also has its offices in the neighborhood. "Nolita is one of those special places in Manhattan where the old mixes with the new and where you can be just as comfortable out and about during the day as at night.

It unites both, the new and the hip as well as this familiar warm charm with many well preserved and renovated old houses. The streets are narrow and the shops small, the neighborhood is full of boutiques and generally there are no big chains. It's simply a unique energy that seems to grow from year to year," enthuses real estate professional Dan Hollander, Managing Director of DHA Capital LLC, the company that developed the project.



The living room flows into the dining room, which in turn leads into the open kitchen with marble splash guard and low bar. Source: Gianni Franchelucchi

This energy has also inspired Kravitz. So he left the ceilings of the apartments in raw concrete, which he says he loves, and mixed glass, wood and leather (which encases ceiling beams). "Nolita has a style, a rhythm and a culture for itself and we have created an environment that feels contemporary and sophisticated but is warm and welcoming at the same time. We wanted to integrate elegant materials such as unique natural stones, finished metals and old oak that reflect our inspiration from the streets of downtown New York," Kravitz explains.



Evan Joseph/Evan Joseph Images

The result "is rock'n'roll through and through and gives the project a unique touch - from the first moment you step on it," Hollander says. Kravitz, on the other hand, is the sparking of emotions, in design as well as in music, his credo is "Let Love Rule". "A home is a place where you feel natural, where your mind is at home, where you want to collect memories, where you live your life. It is your refuge, your hideaway," says the singer.



With its façade of vertical panels, the front pays tribute to New York's Grandezza.
Source: Redundant Pixel

Since the end of 2018, the seven-story house at 75 Kenmare Street by architect Andre Kikoski has been ready to move into, and the smallest unit with almost 62 square meters is available for around 1.44 million dollars. Not a good fit? It doesn't matter. "Having my own hotel is something I want to realize in the near future," Kravitz recently revealed. Until you can test the beds there, die-hard fans can be comforted with his upcoming tour in 2019 and hear him sing in May in Germany.

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