



## At-A-Glance

Architects combined louvers with metal vision barrier screens to create elegance & glamour at Rose Hill.

### CASE STORY

# Rose Hill *New York City, NY*

## About the Project

The Rockefeller Group, owners of Rose Hill, has a strong history of architecture in NYC; the iconic Rockefeller Center is just one of many. Rockefeller Group wanted to continue the legacy of creating prominent buildings in NYC. With Rose Hill, a new residential building, the architects took design cues from old style NYC builds similar to the style of Rockefeller Center. They wanted to create a building that was a nod to old NYC, but modernized.

## Design Goals

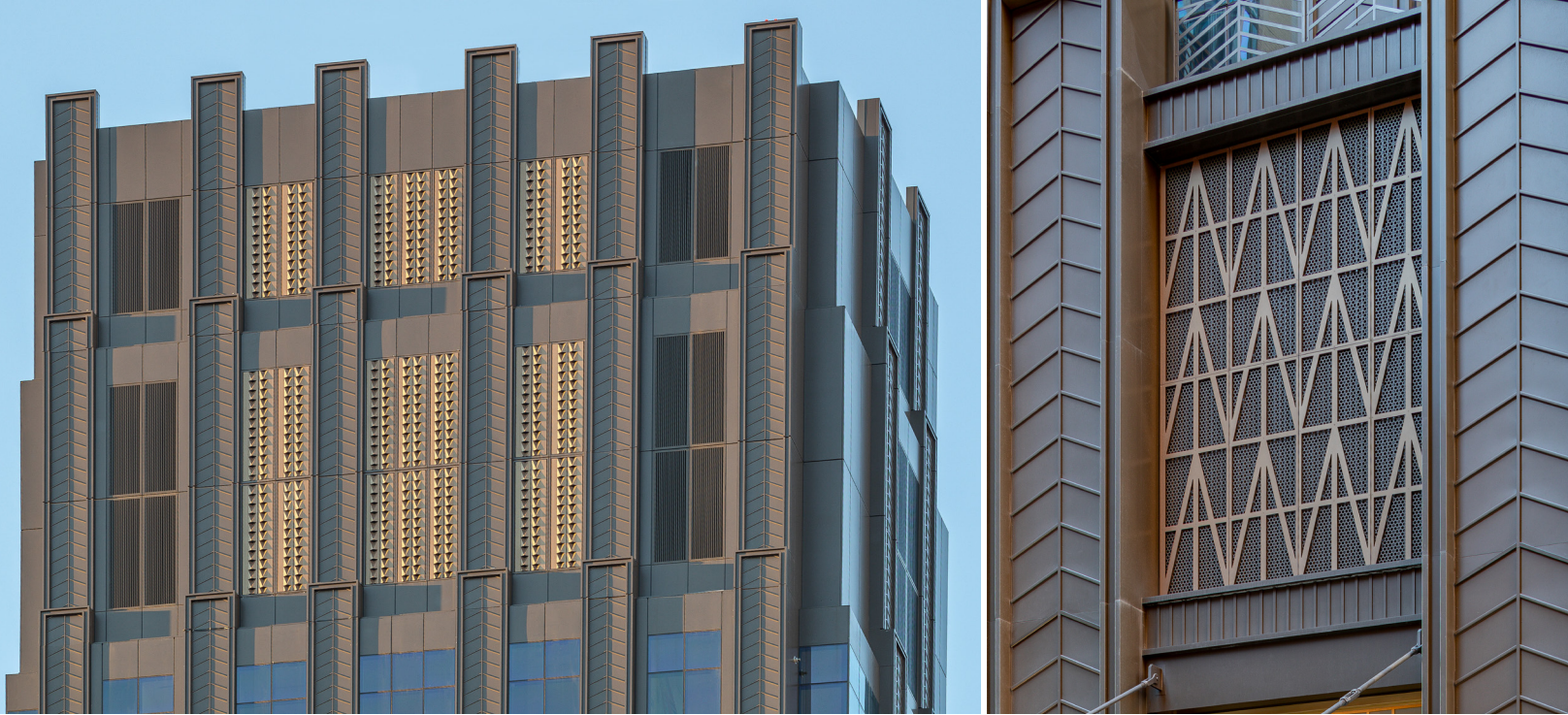
Rose Hill is a tall, thin building located mid-block with neighbors on both sides. In this particular design, the structure called for louvers that had to be at entry-level near the occupant entrance. Charles Thomson, LEED AP, Senior Associate, Project Designer of Rose Hill, CetraRuddy needed to design a way to make sure the mechanical components would be hidden even to the most discerning eye. Because of

the neighboring buildings, the available louver locations were limited to start with. Additionally, a residential building allocates extra space for windows. Add to that, the architecture firm, CetraRuddy, pushed for highly-curated, custom details on the façade.



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## Solution

Thomson chose the base of the building to highlight fine details and blend the mechanical louvers into the design by covering them with a custom cut metal screen that coordinates with the crown design. A chevron pattern is a leading

theme on Rose Hill — from the railings to the louvers that adorn the crown of the building, giving the building character. It is common for certain floors of skyscrapers to be dedicated to mechanical spaces. This building has one at the top and one at

the bottom. This allows for air to flow in a circular manner, keeping the building and its occupants healthy all while supporting the architectural style in theme with Rockefeller Group's classic design legacy.

