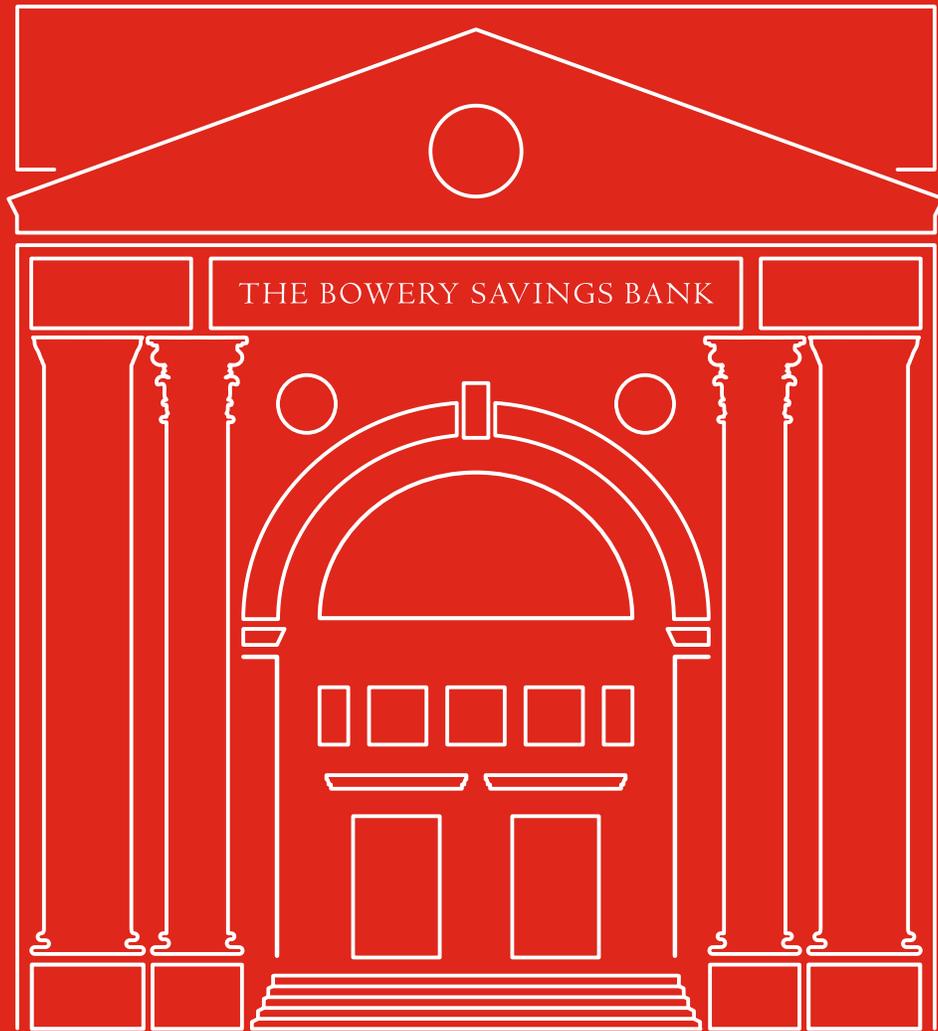


130

BOWERY



Iconic Property Auction

History and Design

Once the headquarters of The Bowery Savings Bank, the goal of its architect, Stanford White of McKim, Mead and White, was “an edifice to impress the beholder with its dignity and fortress-like strength.” Despite his enthralling life, detailed in Simon Baatz’s historical account in “The Girl on the Velvet Swing,” White was the most prolific partner in the venerable firm and his circa 1893 design of 130 Bowery remains a powerful reminder of the Gilded Age. His works include the Washington Square Arch, the New York Tiffany & Co. building, and the New York Public Library. White’s choice of a Roman revival style for the building set the trend for bank buildings not only in New York, but

throughout the United States. The exterior features Corinthian columns and sculpted pediments by Frederick William MacMonnies, the best-known expatriate American sculptor of the Beaux-Arts school. Born in Brooklyn Heights, MacMonnies was also a highly accomplished painter.

The building extensively features Siena marble in the tellers’ counters, walls, and mosaic floors. In addition, White employed faux marble Scagliola columns, coffered ceilings and stairs and skylights made of cast iron. The building is also notable as one of the first in the country to incorporate natural ventilation.

Regarding its legacy, Lance Jay Brown, a respected New York architect, urban designer, and author, commented that the “building now stands as a marker of a pivotal moment in the history of American architecture.”

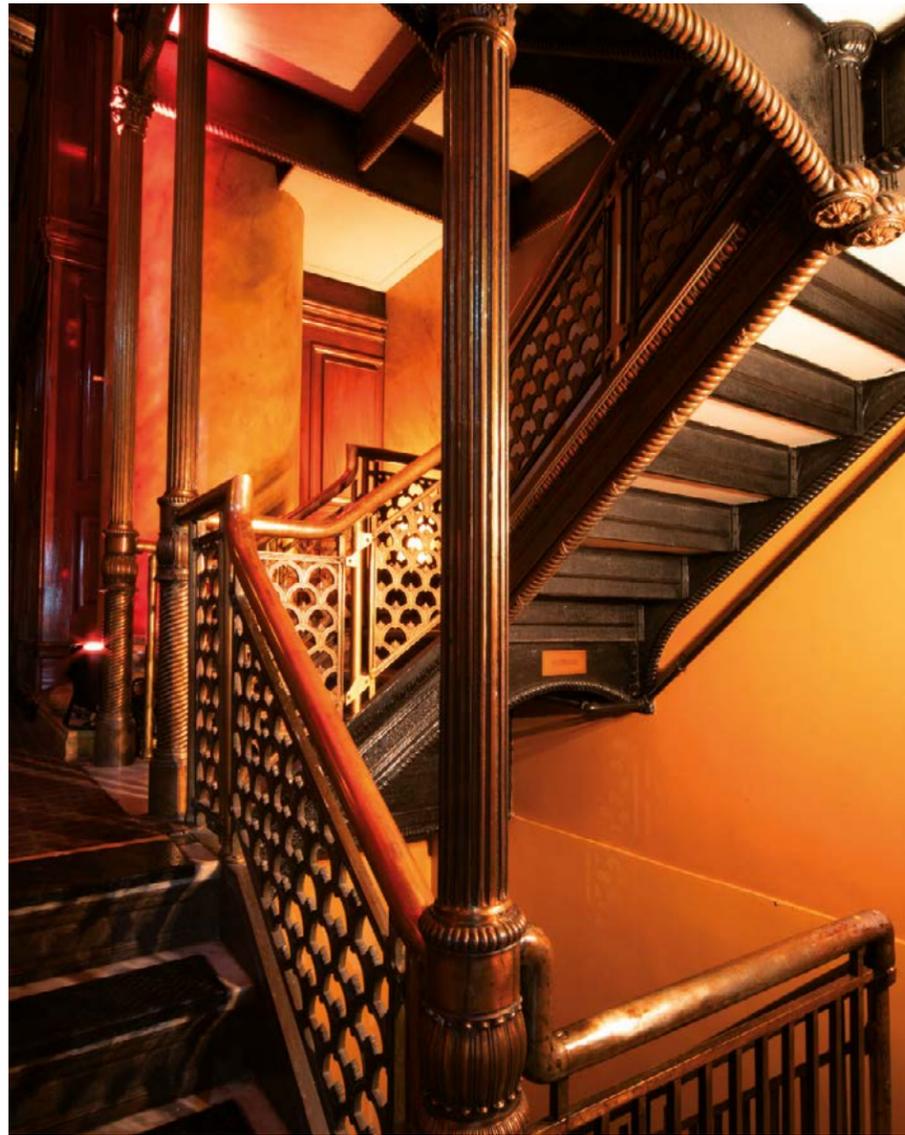
The exterior of the original building was designated a New York City landmark in 1966, while the interior was landmarked in 1994. It was added to the National Register of Historic Places in 1980. It is currently a highly successful event venue which has attracted the upper echelon of New York society. Countless film and television productions have also filmed in the space.



Neighborhood

Lined with small cafes and “ristorantes,” Little Italy’s narrow streets are alive with the smells of fresh bread, homemade pasta, and the sweet sounds of “la dolce vita.” North of Canal Street, Little Italy runs from Mulberry to Mott Streets and Bowery to Lafayette Street. Now populated by quickly emerging cultural hotspots, new developments, restaurants and hotels, the area has retained its character and joie de vivre, and has become a 21st century destination for divine cuisine. With its nuanced history and current renaissance, Little Italy is drawing new, culturally savvy visitors and residents each year.

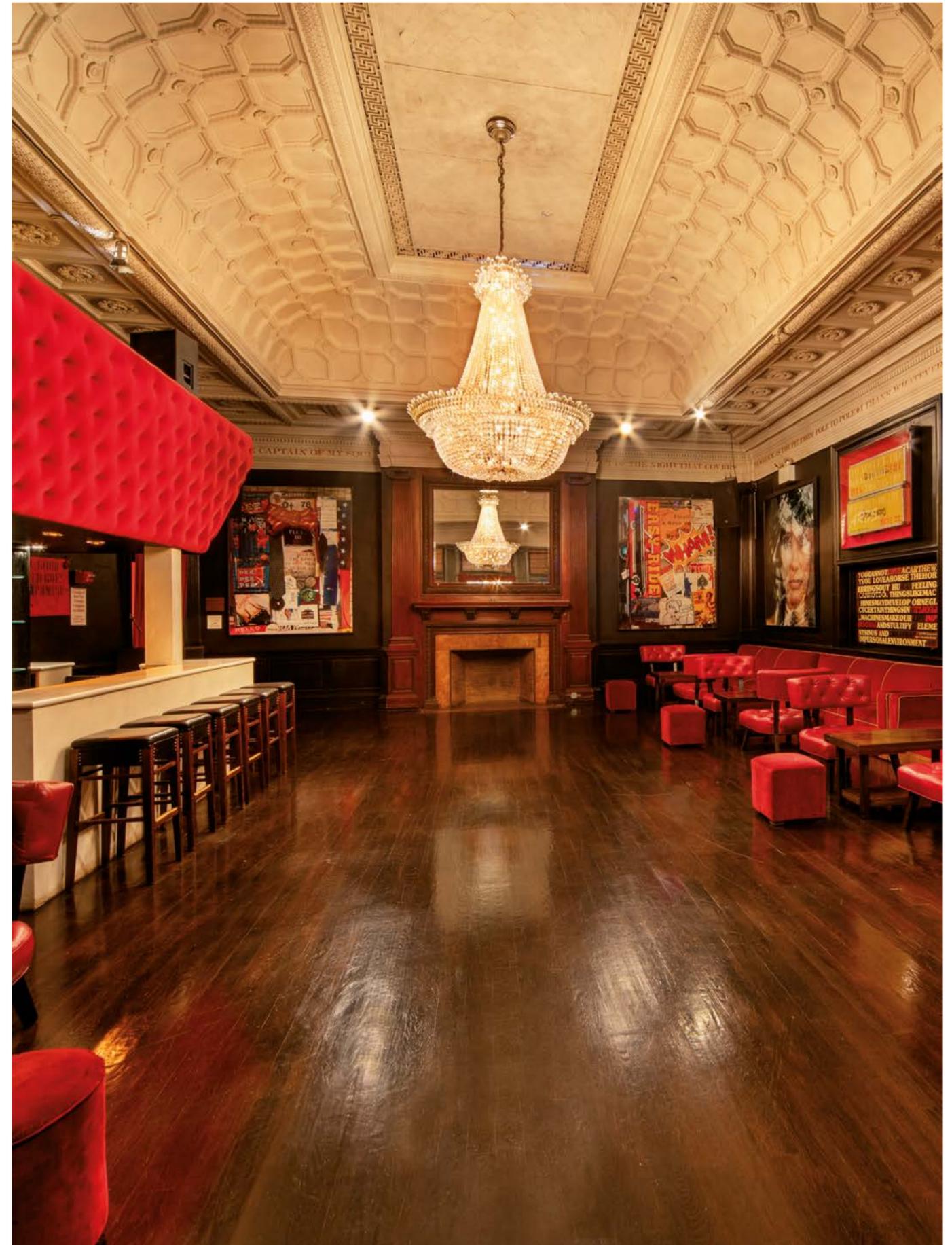
\$60 MILLION MANHATTAN LANDMARK TO BE AUCTIONED APRIL 30th, 2019



Stanford White designed Bowery Savings Bank

Rarely does the opportunity arise to own a part of New York City's legendary history. The edifice located at 130 Bowery Street affords just that. It is a building synonymous with architectural significance, thanks to its creators who are responsible for designing some of the country's most pedigreed buildings. In recent years, its social standing as the premiere party venue of Manhattan has only further pushed the property into a realm of epic legend. Today, it is marketed for sale by auction for its next visionary owner, who will undoubtedly contribute to its evolution as one of New York's most fascinating addresses.

Previously asking \$60 million, this unique auction represents a once-in-a-lifetime opportunity for a special buyer to name their price on a tangible piece of history.





The most comparable property, 190 Bowery, is located just 3 blocks away. The 6-story, 36,000 square-foot building recently sold to art collector and real estate investor Aby Rosen for \$55 million.

By comparison, 130 Bowery encompasses nearly 33,000 square feet across just 2 floors, with over 500,000 cubic feet on the main level alone, and features 90-foot ceilings—providing a dynamic and broader range of potential uses.

The property’s potential uses include a reimagined event venue, private club, high-end, experiential retail, elite co-working, gallery (art or otherwise), film studios, museum, restaurant, niche food-hall (a la Eataly, Chelsea Market), and more.

“Property like this is irreplaceable, both from an historical perspective and a physical perspective. Prohibitive land, construction and replacement costs virtually guarantee that no one can build like this again. Unique properties with history or high-profile owners have intangible value that goes beyond bricks and mortar. Who knows what the future owner has in mind? Beauty is truly in the eyes of the beholder.”

-Misha Haghani, Founder & Principal, Paramount Realty USA

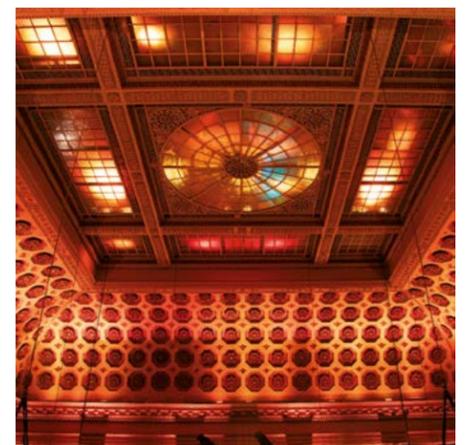
“Rarely does such an opportunity to own a part of New York City’s illustrious history arise. Like a

Basquiat or a Picasso, or a piece of rare jewelry, some real estate simply deserves to be sold by auction.”

-Wendy Maitland, Founder & Principal, Atelier WM

Paramount Realty USA and Atelier WM have created an alliance to implement luxury property auctions for high-profile owners and properties. The engagement for 130 Bowery represents the entrepreneurial duo’s first project in partnership.

To participate in the auction, prospective bidders must (a) visit prusa.com or awmrealestate.com to secure access to certain due diligence information, (b) contact the marketing agents to arrange for a tour, and (c) submit a written bid, along with a deposit in the amount of \$1 million, by the auction deadline Tuesday, April 30th at 2 p.m. A signed contract and deposit (by bank check or wire) for \$1,000,000 must be submitted by the bid deadline. Visit awmrealestate.com or prusa.com for complete details. Property is subject to prior sale. Bidders may submit bids before bid deadline. 2% Buyer’s Premium - Broker participation welcomed.





About Atelier WM

Founded and led by top-producing broker Wendy Maitland, with over \$2B in sales and multiple record-breaking benchmarks, Atelier WM is a marketing and sales firm committed to excellence. AWM's client base includes captains of industry and multi-generational entrepreneurs hailing from all corners of the globe. Select transactions in which the principal has represented the seller, the buyer, or both: highest price per square foot condo development downtown; highest blended price per square foot new development sellout in TriBeCa; highest pure price point townhouse sale on the Upper West Side; and highest price per square foot townhouse sale in the history of Manhattan, a record she held for eight years. Founded in Q4 2018, Atelier WM's mission is to inspire the future of real estate. AWM creatively services an emerging and diverse base of clientele in luxury sales, new development, and commercial real estate through an innovative platform driven by decades of experience in NYC's luxury markets. For more information, visit www.awmrealestate.com

Atelier / BY WENDY MAITLAND



About Paramount Realty USA

Based in New York, Paramount Realty USA is a real estate firm specializing in the marketing and sale of real estate by auction. The team has 50 years of real estate auction experience, having marketed, sold or advised on well over \$2 billion of real estate and mezzanine interests throughout North America by auction. The firm has sold residential and commercial property for high net worth individuals, private equity firms, developers, lenders, institutions, family offices and governmental agencies. For more information, visit www.prusa.com.

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Atelier / BY WENDY MATHAND



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