

# To Good Health

At select Manhattan condominiums, living longer is about living better

“My fitness philosophy is predicated on the belief that one needs to balance mind and body,” says David Kirsch, celebrity trainer and founder and owner of Manhattan’s Madison Square Club. “So my training is all about integrating the two.” It is with this in mind that Kirsch designed the fitness center at Fifteen Madison Square North, the park-side condominium that merges classic and modern style with Zen-like balance.

“Working out is both a physical and spiritual thing,” Kirsch continues. “Whether it’s the beginning of the day and you need to tackle whatever it throws at you, or it’s the end of the day and you need to unwind, you want to look and feel good.” This understanding has led to the addition of spa-quality fitness facilities in some of the city’s most elite residential developments. “Developers are now building fitness centers that rival or exceed the city’s most sought after health clubs,” says Kelly Kennedy Mack, president of Corcoran Sunshine Marketing Group. “For some buyers, a top-notch workout at home is the ultimate luxury.”

But private residential fitness centers do more than address the desire to exercise, they encourage it. “My training has been about anticipating the reasons why people don’t work out,” says Kirsch, who found that intimidation and laziness are most common. In-building gyms negate both. First, they offer the opportunity to work out with a diverse group of people. “These facilities appeal to young people that are already physically active, families that need activities for the kids and older adults who have more leisure time to really take care of themselves,” says Joanie Schumacher, sales director at The Laurel. And second, “You don’t have to travel. It’s convenient and practical, only an elevator ride away,” she adds. “It’s a no-excuse approach to being healthy, fit and taking care of yourself,” Kirsch asserts. “It’s accessible and affordable.”

The latter may be more important than ever. “Right now, with the pressures of the economy, people are spending more time at the gym reducing their stress levels,” Schumacher says. “It’s less expensive than a membership, and you feel terrific afterwards.” Perhaps it’s this workout high that makes residents of fitness center-equipped buildings so friendly. Rather than strangers coming home to the same address, they become neighbors with something in common. “People get to know each other,” Elaine Diratz, managing director of Corcoran Sunshine Marketing Group, explains. “It becomes a real community, and it’s fostered by the fitness amenity.” ♦

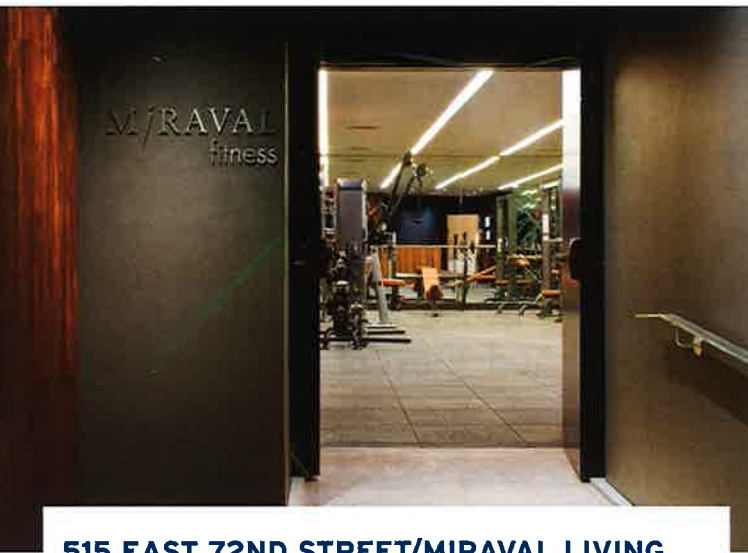
MICHAEL WEINSTEIN



Trainer David Kirsch in the fitness center he designed at Fifteen Madison Square North

## FIFTEEN MADISON SQUARE NORTH

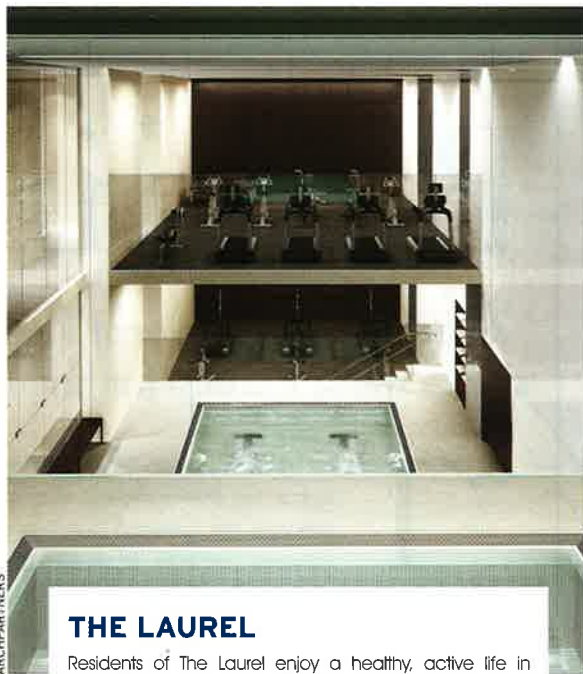
This year, international fitness guru David Kirsch opened the fitness center at Fifteen Madison Square North, a facility he helped design from the ground up. Kirsch, known for training clients like Liv Tyler and Heidi Klum, now provides exclusive fitness and wellness services to residents. The open, light-filled space includes a sauna, steam and spa treatment rooms, and top-of-the-line equipment by Cybex, Star Trac, HOIST and Octane Fitness—all personally selected by Kirsch. Perfectly situated on the north side of Madison Square Park, this neoclassical loft condominium offers one- to five-bedroom residences available for immediate occupancy.



BILL ABRANOWICZ

### 515 EAST 72ND STREET/MIRAVAL LIVING

515 East 72nd Street/Miraval Living features a state-of-the-art fitness center with a rock-climbing wall, half-court for squash/basketball/racquetball, a private yoga and Pilates studio, 56-foot saline-filtered pool and two Jacuzzis. World renowned Miraval®, consistently rated the No. 1 spa by the most respected voices in luxury travel, offers over 23 resident-exclusive classes per week for adults and children in fitness, nutrition and wellness, as well as a full spectrum of spa services. The building, located on a tree-lined, Upper East Side cul-de-sac, has one- to four-bedroom residences, most with private outdoor space and available for immediate occupancy.



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### THE LAUREL

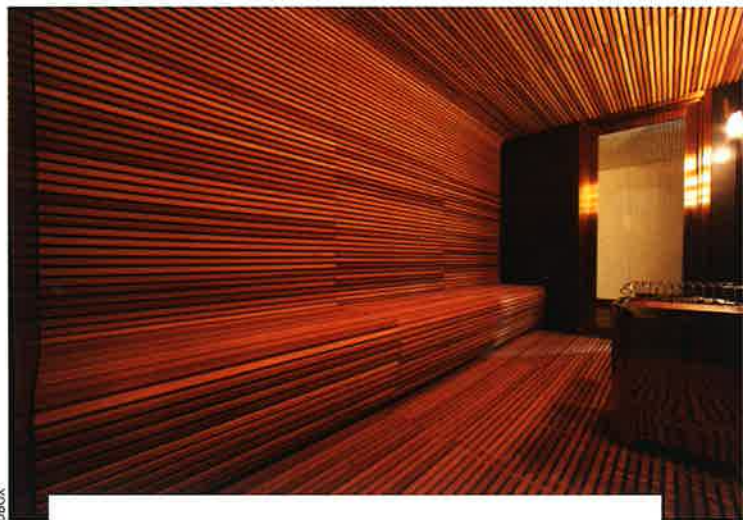
Residents of The Laurel enjoy a healthy, active life in the newly completed Trophy Club, a spectacular 8,000-square foot, bi-level fitness and triathlon center. No other property offers this broad spectrum of physical activity, from weight equipment to a full cardio studio. The 50-foot infinity pool and its companion resistance pool provide endless hours of exercise and enjoyment. Advanced equipment paired with the finest finishes make fitness an integral part of living at The Laurel. Condominium residences range from studios to four-bedrooms and are ready for immediate occupancy.



PHILIP ENNIS PHOTOGRAPHY

### THE RUSHMORE

LA PALESTRA at The Rushmore offers residents 7,000 square feet of extraordinary wellness, training and spa services that rival that of any world class gym or luxury hotel. In this state-of-the-art facility, LA PALESTRA has created a hybrid between the medical and fitness industries, providing services that integrate evaluation and a personalized exercise prescription. In addition to one-on-one training sessions, residents enjoy the 50-foot indoor pool, top-of-the-line cardio equipment and access to aquatic exercise classes and swim lessons, as well as Pilates and yoga instruction. LA PALESTRA strives to improve the quality of each client's life, whether it be preparing for a family ski vacation or running the New York City marathon.



DBOX

### THE LUCIDA

Graced by a dramatic glass curtain wall designed by architects Cook + Fox, the building's 110 spacious two- to five-bedroom residences feature richly styled interiors by S. Russell Groves. As the Upper East Side's first registered LEED-certified residential "green" building, The Lucida's eco-friendly environment is enhanced by its exclusive wellness spaces. Located on site, the LA PALESTRA Fitness, Wellness and Spa Center features an indoor lap pool, whirlpool, sauna and steam and treatment rooms, as well as yoga and weight-training facilities, all designed through a unique collaboration between Groves and LA PALESTRA wellness specialists.