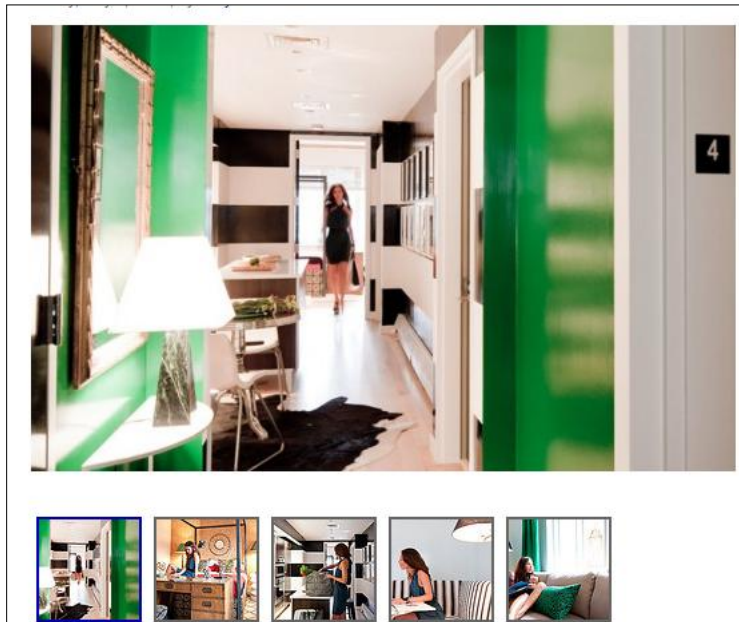




May 6, 2011

The Deuce is Loose! 42nd Street Condo Returns With a New Name



We had a brief yet torrid fling with a little condo building called **The Deuce** a while back. The Brian R. Boyle-designed building on 42nd Street (hence the nickname) between Tenth and Eleventh Avenues was a Hell's Kitchen curiosity: The "**architectural concrete**" development had just seven units, and [prices started at \\$1.65 million](#), with the duplex penthouse going for **\$4.5 million**. Those prices took some [major tumbles](#), but in January 2010 [The Deuce was dropped](#)...from the market. Now the neighborhood has pricey new additions like [MiMA](#), and the concrete condominium is ready to give it another shot. But don't call it The Deuce this time around.

[A new name and some new prices. >>](#)

The reborn project is now known as **534 West 42nd Street**, and more than just the name has changed. Elliman's Frances Katzen has brought the seven apartments back with a [new website](#) and revamped interiors designed by Nick Olsen. Olsen appears in [several videos](#) explaining his design

influences, and capitalizing on a [burgeoning trend](#), there is also a [series of photos](#) of a model traipsing about in the staged interiors. Check some of those out in the gallery above.

Oh, and the **PriceChopper is back**, in a big way. Remember, prices once started at \$1.65M and the penthouse was going for \$4.5M. Check out the new lineup:

UNIT	BEDROOMS	BATHROOMS	SQUARE FEET	TERRACE/BALCONY SQ.FT	TOTAL SQUARE FEET	PRICE
2	1	1.5	1148	405	1553	\$918,000
3	1	1.5	1148	57	1205	\$925,000
4	1	1.5	1148	57	1205	\$895,000
5	1	1.5	1148	57	1205	\$975,000
6	1	1.5	1148	57	1205	\$985,000
7	1	1.5	1148	57	1205	\$995,000
PH	2	2.5	2206	579	2785	\$1,995,000

Bloodbath! The average is now **\$845 per square foot**, extremely low for Manhattan south of 96th Street. So will The Deuce have juice this time around?