



## When the Common Space Comes With Curated Art

By LX Collection  
Impressions: N/A



*Photo Credit: Barry Grossman*

It isn't only sumptuous materials, venerable designers, and interactive amenities that create allure at residential buildings. More than ever, curated art collections with pieces by museum-worthy names are being offered as a lifestyle complement to discerning residents.

As is true with art in the home, art in the common and amenity spaces of residential buildings transmits an aura, sets the mood, and gives residents something to marvel at. It elevates the otherwise ordinary experience of passing through a lobby or relaxing in a residents' lounge. Ernesto Cohan, Director of Sales at Oceana Bal Harbour, says the art collection at the South Florida condominium goes beyond marketing. "Art is there for us to be intellectual, provocative...it's a form of creativity for human expression and a way of enriching the human experience," Cohan tells LX Collection.

Art now joins a growing list of desired amenities meant to provoke the senses, like wine cellars and experiential programming. These six buildings pull out all the stops in their shared spaces by featuring artists who just might become—if they're not already—household names.

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LX Collection: Lifestyle



*Artwork by Minjung Kim in The Towers of the Waldorf Astoria, New York, NY. (Photo Credit: Noë & Associates / The Boundary)*

## **The Towers of the Waldorf Astoria – New York, New York**

The “Mick Jagger of art auctions,” Simon de Pury has curated a collection of artworks for the residents of The Towers of the Waldorf Astoria, the 375 new residences located within the landmark New York hotel. The collection features works by dynamic emerging artists from around the world, including contemporary Korean artist Minjung Kim, whose current show at New York’s Hill Art Foundation was selected by the New York Times as a gallery show to see, and Philippe Decrauzat, whose optical art is in the collection of New York’s Museum of Modern Art. The works will be spread across the 50,000 square feet of amenity spaces and communal areas and will be co-owned by the residents of The Towers.

<https://www.lxcollection.com/article/art-in-condo-common-spaces-lianghong-feng-callum-innes/>