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404 Park Avenue South Reveals Its Future Facade Design



Some early hints regarding **404 Park Avenue South** trickled out last year: that floors 2 through 16 would be reconfigured into 65 luxury apartments by Dutch designer [Piet Boon](#). Turns out that information was partially true. Boon is working on the building, but the [early renderings](#) we saw are inaccurate and are no longer on the designer's site. What we know about the building now is the exterior look, thanks to a rendering displayed...on the building's construction netting! (Developers, why don't you all do this?) The building will have about **60 units**, and sales should start in a few months. And when we said there was a Dutch designer, maybe we should have said there's a full-fledged attempt to restart New Amsterdam happening here.

The developer is the Dutch [Kroonenberg Group](#), which has a bunch of [residential projects in Amsterdam](#) in its portfolio. Any



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Dutch pottery experts in the audience might also note that the blue and white design on the 404 Park Avenue South netting kinda sparks thoughts of [Delftware](#), a type of 16th-century pottery from the Netherlands. And if not, well, hopefully you like blue and white anyway. Because here's that same facade image on pieces of blue and white tile:

