

# LM

LUXURY MAGAZINE

SPRING/SUMMER 2023



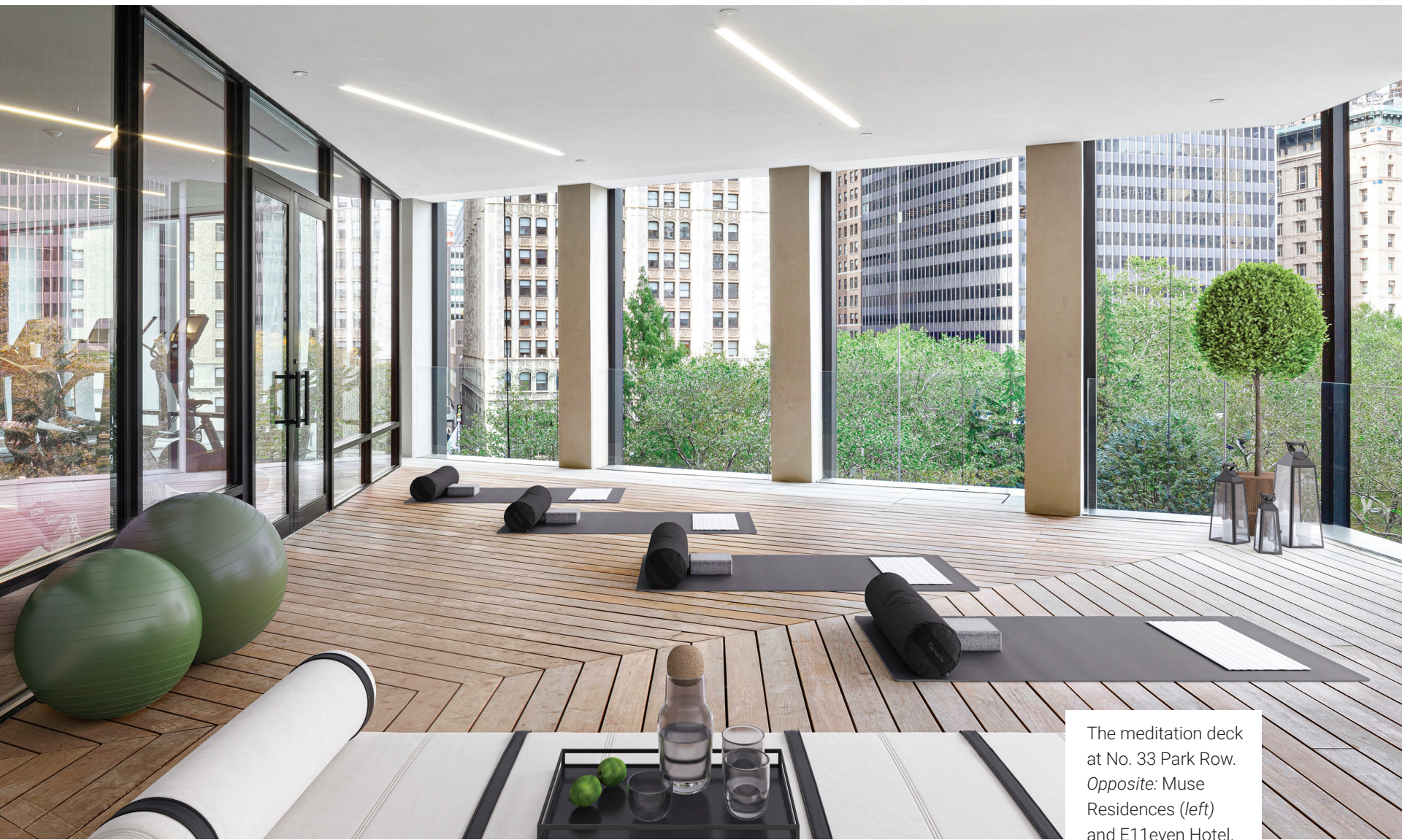


REAL ESTATE

## Living Well

Healthy homes have become a necessary luxury as buyers increasingly demand sustainable-living technologies like solar panels and green roofs alongside health-inspired kitchens, vitamin C–infused showers, and best-in-class systems for air purification, circadian lighting, and water filtration.

BY IRENE RAWLINGS



The meditation deck at No. 33 Park Row. *Opposite: Muse Residences (left) and E11even Hotel.*



It goes without saying that the absolute healthiest homes are the ones good for everyone and everything. While the terms “environmentally friendly” and “sustainably designed” have been trending for the past two decades, now it’s about coupling them with healthy-living amenities: green materials, smart thermostats, energy-efficient windows, and floor plans with spaces for exercise, yoga, steam, and spa.

“Post pandemic it is even more common for luxury homes and new developments to offer not only space for well-being but also to feature new technology for solar, air purification, water filtration, and dynamic lighting,” says Chris Lim, president of Christie’s International Real Estate. “While we’ve seen an increase in wellness in all homes, locations, and price points, these amenities are still seen as a luxury. Because these homes are typically in low supply and high demand, buyers are willing to pay the premium of between 15 to 25 percent more than general real estate.”

According to Facts & Factors Marketing Research Co., Ltd., an international research company based in India, the global wellness real estate market was worth about \$279.4

billion in 2021 and is expected to grow to about \$863.9 billion by 2028. North America is expected to account for 38 percent of that market growth, a forecast corroborated by the research firm Technavio.

Residential developers are responding with amenities like outdoor yoga studios, gardens filled with fragrant herbs, and meditation courtyards. In Manhattan, a canopy-shaded yoga garden at 212 West 72nd Street and the meditation deck at No. 33 Park Row are just two examples. Embracing the healthy buildings movement from the ground up, architects are designing properties that reestablish dialogue between our built environment and the natural world. Or, as wellness guru Dr. Deepak Chopra calls it, they are wellness-building.

Property Markets Group (PMG) and S2 Development have teamed up with Chopra and Paul Scialla of Delos Living (which pioneered the WELL Building Standard) to design residences that prioritize human biological and spiritual well-being, with a particular emphasis on preventative health. Chopra’s core belief is that wellness-building systems collectively can improve an occupant’s energy levels, hormonal balance,

heart health, sleep quality, respiratory patterns, and dietary rhythms. **Muse Residences** (from \$4.8 million; *propertymg.com*), a 50-story, Carlos Ott–designed parabolic tower in Miami, includes seven Chopra Residences. The project’s sold-out success prompted other PMG developments like **E11even Hotel & Residences** (from \$1 million to more than \$20 million; *e11evenresidences.com*), which includes a Chopra Spa and Studio offering mind-body assessments and personalized health plans, heart-centered movement, meditation sessions, and wellness education classes.

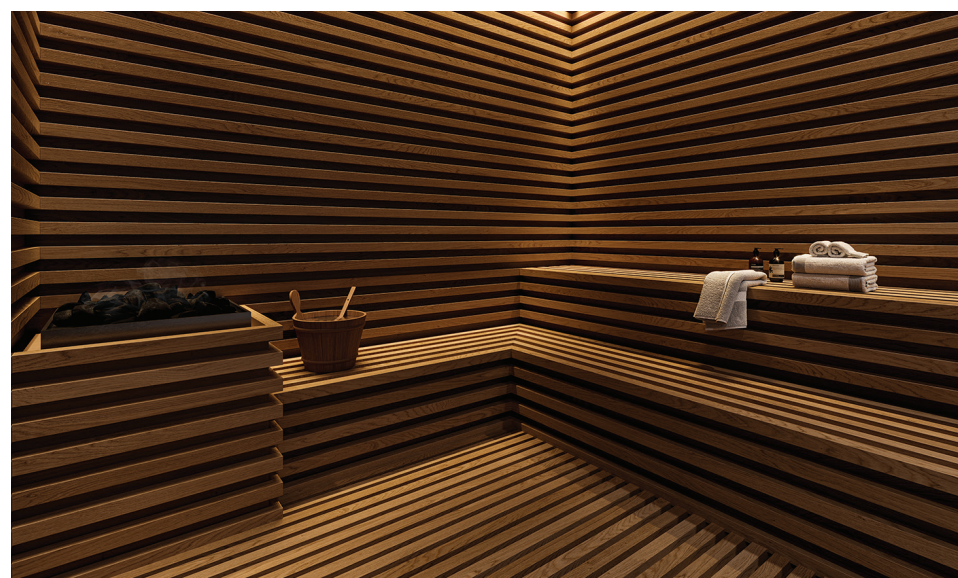
According to Coldwell Banker Global Luxury, affluent buyers, particularly among younger generations, are flocking to homes that incorporate personal and environmental wellness. They are prioritizing health and well-being and their view of luxury is defined by functionality, environmental harmony, and ease of use. *The Report* (Coldwell Banker Global Luxury’s annual luxury real estate outlook) confirms that moneyed buyers—no matter how young or old—are becoming aware of good health, nutrition, wellness, and beauty, and they want their homes to reflect those things. →

**Velvaere** is a thoughtfully envisioned, 60-acre mountainside community conceptualized by Magleby Development. Adjacent to Utah's Deer Valley Resort, the location provides residents a holistic and adventure-centric lifestyle. Velvaere features the innovative Delos system (a science-backed solution for healthier indoor spaces) and is pursuing WELL Certification with the International WELL Building Institute. The 115 ski-in/ski-out residences have an on-site chairlift, discovery-focused outdoor spaces, and access to a family adventure center. The 20,000-square-foot Wellness Center features a vast selection of treatments: a hyperbaric chamber, sound healing sessions, thermal and contrast bathing, breathwork classes, forest bathing walks, sleep programs,

nutrition consulting, and a grocery service to deliver locally grown produce.

12 cabins from \$4.5 million; 68 residences from \$5.7 million; 35 custom estates from \$12 million; [velvaereparkcity.com](http://velvaereparkcity.com)

In New York, **Maverick Chelsea** at 215 West 28th Street is a 21-story, DXA Studio-designed building with 87 distinctive residences. Encompassing three floors, the wellness-focused amenities include a 60-foot, indoor mosaic-tiled pool, steam and sauna rooms, a meditation room with a backlit Himalayan salt wall, a massage room, and a fitness center with the latest cardio and conditioning equipment. Residents have access to an on-call spiritual concierge to assist in meditation and other healing rituals. From \$1.99 million; [maverickchelsea.com](http://maverickchelsea.com)





Far left: Waldorf Astoria Residences in Costa Rica; Palm Beach's Olara (above); NYC's Charlotte of the Upper West Side (left). Opposite, from left: Velvaere near Utah's Deer Valley Resort; the pool and sauna room at New York's Maverick Chelsea.

Clockwise From Top Left: Courtesy Waldorf Astoria Residences; Renderings Courtesy Olara/Binyan Studios; Courtesy Charlotte of the Upper West Side/Joshua McHugh. Opposite, From Bottom Left: Rendering Courtesy Valvaere; Courtesy Maverick Chelsea (2)

**Charlotte of the Upper West Side**, a sanctuary of wellness and sustainability, received a Passivhaus Institut certification for reducing its energy consumption for heating and cooling by about 90 percent. Substantial insulation, special windows, and airtight seals keep interiors both comfortable and quiet. These, along with a unique air filtration system, are only some of the intentional, remarkable building practices attracting health-conscious buyers. From \$9.95 million; [charlotteuws.com](http://charlotteuws.com)

The waterfront along Palm Beach's North Flagler is one of South Florida's most desirable neighborhoods. **Olara**, a 26-story condominium tower, was designed by architect Bernardo Fort-Brescia, founding principal of Miami-based Arquitectonica. Endless glass windows and grand glass terraces maximize natural light in the

European-style kitchens outfitted with honed Volakas marble countertops and Gaggenau appliances. On the sixth level, a massive 13,000-square-foot fitness center from The Wright Fit comes equipped with everything from indoor-outdoor turf lanes to a Pilates studio to a Normatec recovery zone, open-air yoga deck, Japanese-style *onsen*, sauna and steam rooms, cold plunge and vitality pools, and meditation rooms. Reconnect with the outdoors around a resort-style swimming pool and find ample UV protection within private cabanas. From \$2 million; [olarawestpalmbeach.com](http://olarawestpalmbeach.com)

In Costa Rica's legendary Guanacaste province, one of the planet's five Blue Zones (regions where people live longer and healthier lives), **Waldorf Astoria Residences**—19 hotel-branded condominiums and 22 single-family estate

homes—are currently under construction. The sustainable site plan preserves natural topography and native species, and buildings will be equipped with a high-efficiency heating and cooling system. Following biophilic design principles, water elements throughout the property bring nature indoors and the cenote-inspired spa incorporates a natural creek. Sales have begun and completion is expected in late 2024, with a 190-key Waldorf Astoria resort coming in 2025. Steve Case, the billionaire co-founder of AOL and the CEO of the project's developer, Revolution, says, "Anybody who goes to the Cacique Peninsula will fall in love with it ... there's something magical about this place." From \$1.62 million to \$6.37 million, fully furnished; [waldorfastoriareidencesguanacaste.com](http://waldorfastoriareidencesguanacaste.com) →