

An aerial photograph of a city, likely San Francisco, serves as the background. A large, semi-transparent, light blue number '1' is overlaid on the left side of the image. A semi-transparent, light blue plus sign is overlaid at the bottom center. In the top right corner, there is a semi-transparent, light blue circle. The text '200 East 59th Street' is centered in a large, white, sans-serif font.

200 East 59th Street

Presented By Mike Biryla & John Antretter

At The Agency, every property brand name we create begins by distilling a residence down to its essence:
aesthetic, architecture, history, location, and lifestyle. We then layer in deep market research, tested against
instinct for what moves buyers. From there, our creative team transforms those findings into a name
and a bespoke marketing strategy that is as strategic as they are memorable.

The result: an identity that doesn't just
sound good, it means something.

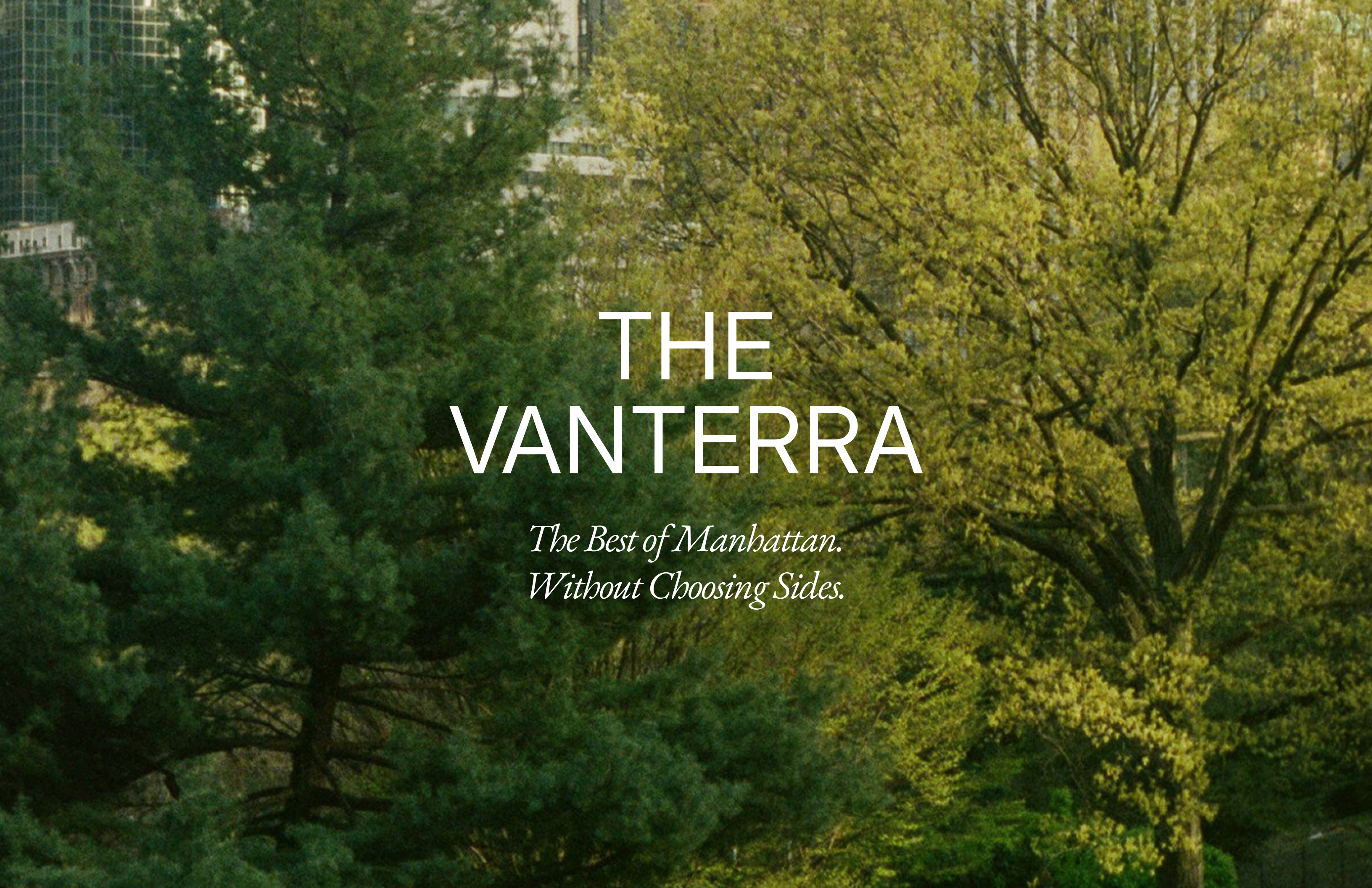
At 200 E 59th Street,
access and connection meet
sanctuary and stylish repose.

Contemporary corner residences set above the buzz of the city offer expansive terraces, wall-to-wall windows, and penthouses with skyline views—ideal for the suburban empty nester seeking an exquisite pied-a-terre or a global nomad in need of an impressive place to land.

With that in mind, it is our pleasure to suggest four property brand names to be considered as the new identity for 200 E 59th Street, representing singular expressions of the same strategy—each offering a story that will linger, long after relaunch.



BRAND DIRECTION



THE VAN TERRA

*The Best of Manhattan.
Without Choosing Sides.*

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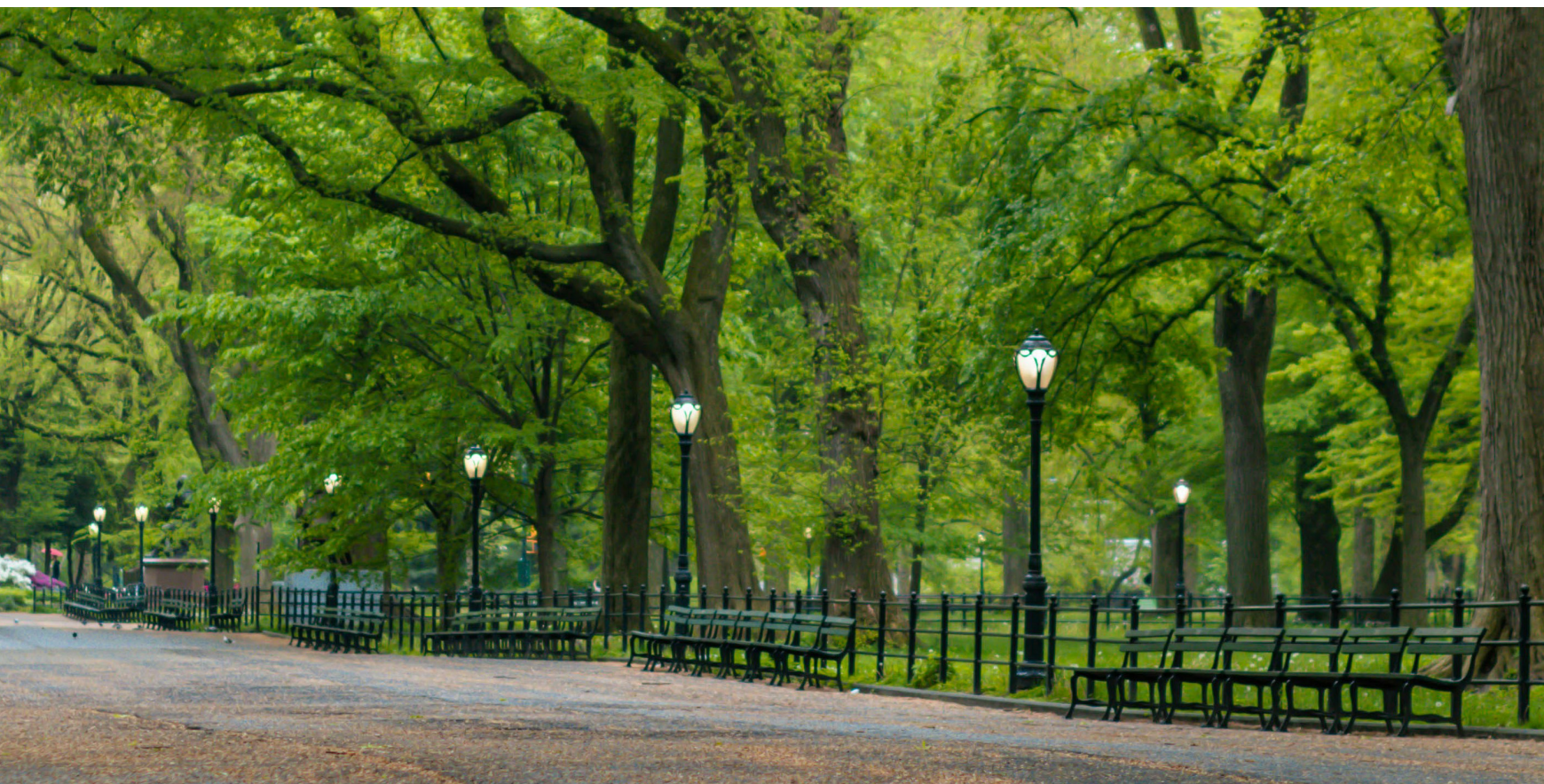
At the intersection of work and life, discover The Vanterra.
Spend the afternoon in Central Park. Meet for cocktails at
The Carlyle. Jump on the FDR for a weekend in the Hamptons.
Catch a flight from LaGuardia in under 20 minutes. Or take it all
in from your vantage point in the sky—close enough to feel the
city's energy, far enough to finally exhale. This is connection
without compromise. Sophistication without trying too hard.
A place that puts the very best of New York within
effortless reach.

Coined by our team: part vantage, part terra—rooted in the earth, elevated in perspective.

THE PENTHOUSES:

VANTERRA CLUB RESIDENCES

A place where you can have it all: the light, the view, the access. At the Vanterra Club Residences, architecture is engineered at scale around connection: from the skyline above, to the streets below, to the jetsetters who move through both with purpose. Here, host the party of the season on the terrace with views of the river. Or, take a moment to rest in the quiet before your next engagement. A social destination, a refuge, a launch pad—Vanterra Club Residences offers exactly what you need, exactly where you need it—above it all. You've arrived.





BRAND DIRECTION

The background of the entire image is a teal-colored sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, with some appearing more prominent than others. The overall tone is serene and airy.

SKY 59

Command the View

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Sky 59 is at once a celebration of a curated modernist aesthetic and a visionary study in luxury. High above the energy of the avenue below, yet still immersed in its vibrance, take in iconic, floor-to-ceiling views from the refuge of a corner residence — or embrace the beat of the city while entertaining on deep, wraparound terraces. Situated on the brink of Midtown and the Upper East Side, everything is within reach when you need it. Sky 59 is a residence for those who expect nothing less than exceptional.

An ode to the skyline. The views. The feeling only this building's unique corner residences can give you.

THE PENTHOUSES:

THE PANORAMA COLLECTION





BRAND DIRECTION



THE LATTICE AT 59

Pause Between Departures

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On the brink of Midtown and moments from the Upper East Side, The Lattice at 59 intertwines the pulse of connectivity with the ease of retreat. Thirty-five stories of light-filled, terraced corner residences offer space to pause between departures. High ceilings and expansive living spaces unfold in balanced proportion, allowing for artful curation and seamless entertaining. Here, vitality and quiet sophistication are intricately woven, echoing the rhythm of the city while preserving the comfort of home.

Lattice: a structure of interwoven connection points
—where access, movement, and stillness meet.

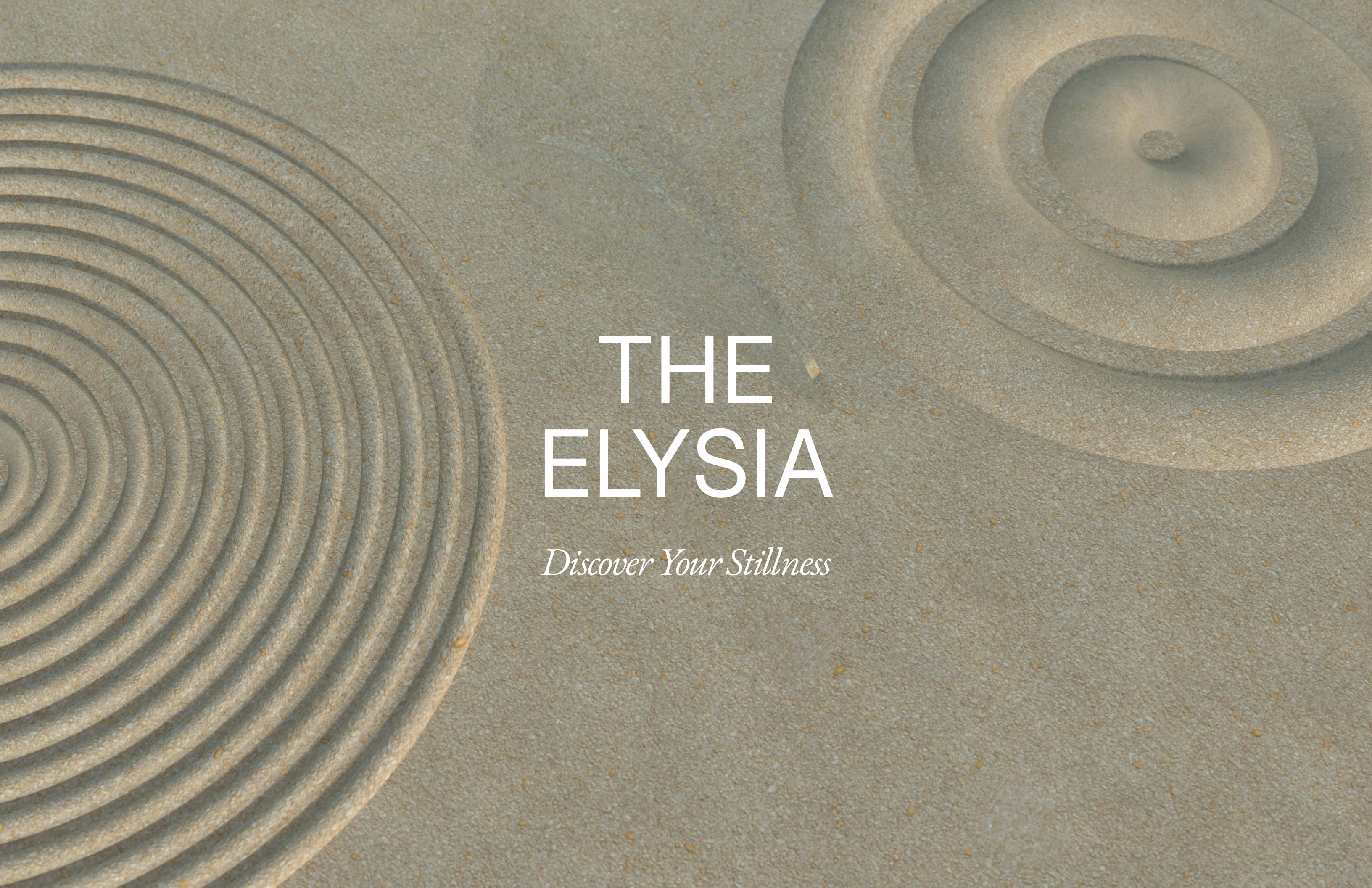
THE PENTHOUSES:

SKYLOOM RESIDENCES





BRAND DIRECTION



THE ELYSIA

Discover Your Stillness

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Discover Your Stillness.

Close the door to the collective pulse of the city and emerge into the considered elegance of The Elysia. A celebration of modernist design and curated amenities, each expansive residence offers an oasis of refined luxury, just high enough above the energy of 3rd Avenue. With floor-to-ceiling windows that welcome the open sky, hand-selected custom finishes, and deep wraparound terraces, this is where the buzz of the city gives way to quiet, a place where your world can stand still.

Meaning "a perfect place of peace."
Inspired by Elysium: an oasis in the city.

THE PENTHOUSES:

THE SKY COLLECTION AT ELYSIA



The image features a dark red background with several abstract geometric elements. A thick, light red line starts from the left, curves upwards and to the right, then loops back down and to the left, crossing itself. To the right of this line is a large, light red plus sign. Further right is a tall, light red vertical rectangle. In the top right corner, there is a light red circle.

YOUR STORY,
MADE TO LAST