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### **Luxury Residence Encourages Kids to Play**



The Common Playroom in 255 E. 74th Street.

H3 Hardy Collaboration Architecture

World Wide Holdings has commissioned H3 Hardy Collaboration Architecture (H3) to design an 84-unit, 30-story luxury residential tower on the Upper East Side. The upper floors of 255 East 74th Street will offer family-sized three- to five-bedroom units; the lower floors will feature loft-like duplex apartments; the base will house high-end retail shops and services. Geared toward young families, the 200,000-square-foot project will offer specially constructed playrooms. Other kid friendly features include a recreational space with a toddler room, cruising wall, tree house, arts-and-crafts room, reading area, game room with modern arcade games, and a 1,500-square-foot outdoor playground. The angular-form building will be distinguished from its neighbors with its sheathing in alternating bands of insulated glass and textured metal panels.