

# Wallpaper\*

## Ready made: Design Within Reach kits out five residences at 53rd and 8th in NYC

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Design Within Reach has partnered up with HFZ Capital to design five residences within the New York City residential development, Fifty Third and Eighth

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### INFORMATION

For more information, visit the [Fifty Third and Eighth website](#)

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A new partnership between furniture purveyors Design Within Reach and a New York City residential development, Fifty Third and Eighth, has never made buying designer easier. The pair have collaborated on five different residences within the building that have been completely decked out in Design Within Reach's stylish offerings.

Inspired by the demand from residential buyers asking for fully furnished, turnkey homes, the project's developers HFZ Capital provided just that, approaching the storied design firm for their expertise. For each unit, Design Within Reach has specially selected a mix of iconic design staples and pieces from their exclusive collections. In one unit is the 'Odin' rectangular extension table by Norm Architects, conceived for eight people but expanding to accommodate 12 seamlessly. In another, Niels Bendtsen's 'Nest Storage Bed' offers city dwellers the option of additional storage discreetly hidden under the mattress platform.

Design Within Reach's selections are focused on showcasing pieces that offer flexibility, all the while blending modern and contemporary styles. This being New York, furniture of varying sizes are also chosen to reflect and maximise Big Apple living. Each room is painted to complement the design palette.

With only five residences to choose from, these kitted-out spaces won't hang around for long. It's therefore worth noting that any interested buyers will be able replicate the five design concepts or schedule their own personal shopping experience with Design Within Reach to design a well-appointed home at any time.