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Midtown Reimagined: The Morgan by Continuum: The Continuum Company Introduces The Morgan, a Club-Inspired Boutique Condominium in Manhattan

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Continuum Company, the New York- and Miami-based real estate developer behind landmark properties including Madison Square Park Tower, CitySpire and Continuum South Beach, announced the launch of sales for The Morgan, its newest residential development in New York City.

The announcement follows the firm's continued growth in Florida, where its portfolio includes Continuum Club & Residences and Continuum 12000 Sport & Wellness Residences. Developed in partnership with Aksoy Holding, The Morgan, located at 38 East 35th Street, offers a refined, club-inspired residential experience in the heart of Manhattan.

Designed by INC Architecture & Design, with amenity and common spaces envisioned by Paul Duesing Partners, the 18-story building brings a sophisticated and highly curated residential offering to one of the city's most central and culturally connected neighborhoods.

The Morgan comprises 137 residences, ranging from studios to three-bedroom homes, including a limited collection of nine premium residences featuring multi-level layouts, expansive private terraces and a garden duplex. Each residence is thoughtfully designed to balance elegance and livability, with expansive windows and ceiling heights reaching up to 13 feet in select homes. Interiors are finished with white oak flooring, custom wood cabinetry with tambour detailing, quartzite countertops, integrated Miele appliances and carefully considered layouts tailored to modern city living. Construction is currently underway, with completion anticipated in late 2027.

“The Morgan was conceived as a modern oasis in the heart of Manhattan,” said Ian Bruce Eichner, chairman and CEO of The Continuum Company. “It offers residents the rare opportunity to experience the energy, culture and excitement of New York, while returning home to the privacy, personalized service and sense of community that define an exceptional boutique residential address.”

Positioned between Park and Madison Avenues at the nexus of Midtown and Murray Hill, The Morgan places residents’ moments from NoMad, Bryant Park, Madison Square Park and Grand Central Terminal, as well as some of New York’s most celebrated restaurants, hotels and cultural destinations.

Conceived as an extension of a true New York lifestyle, The Morgan’s amenity collection is centered around a landscaped private courtyard and designed to evoke the warmth and intimacy of a private members’ club. Spanning more than 10,000 square feet, the amenities support wellness and entertaining and include a state-of-the-art fitness center, dedicated yoga studio, spa with sauna and steam room, private dining room and a residents’ lounge with billiards and catering kitchen. At its center is The Conservatory, a skylit indoor-outdoor event space designed for gatherings both intimate and large-scale.

INC Architecture & Design’s architectural vision emphasizes craftsmanship, proportion and a contemporary interpretation of classic New York residential design. Paul Duesing Partners brings a hospitality-driven sensibility to the building’s interior environments, shaping amenity and common spaces with layered materials, warmth and a focus on comfort and social connection.

“The Morgan introduces something truly distinct to Midtown—a boutique condominium with elevated design, beautifully proportioned residences and amenities that feel intimate rather than overwhelming,” said Jodi Stasse, executive vice president of Corcoran new development. “For buyers seeking to be at the center of Manhattan while enjoying a sense of calm and exclusivity, The Morgan represents an exceptional opportunity.”

Prices range from \$975,000 for a studio to \$3,995,000 for a three-bedroom residence. Pricing for select duplexes and penthouses with private outdoor space is available upon request.

The building is exclusively represented by Corcoran New Development, led by Noble Black and Nick Riback. The sales gallery, located adjacent to the building site at 35 East 35th Street, is now open.

For more information or to inquire about availability, visit themorgannyc.com.

<https://www.mannpublications.com/mannreport/2026/07/08/midtown-reimagined-the-morgan-by-continuum-the-continuum-company-introduces-the-morgan-a-club-inspired-boutique-condominium-in-manhattan/>