



News: Owners Developers & Managers

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Continuum Company launches sales for The Morgan, 18-story residence



Manhattan, NY Continuum Company has launched sales for The Morgan, its newest residential development. 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 St., offers a refined, club-inspired residential experience.

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, private terraces, and a garden duplex. Each residence is designed to balance elegance and livability, with expansive windows and ceiling heights reaching up to 13 ft. 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 Ave. 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 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, EVP 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.”

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.

<https://nyrej.com/continuum-company-launches-sales-for-the-morgan-18-story-residence>