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The Morgan Brings a Club-Like Calm to the Middle of Manhattan

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Continuum Company has launched sales at The Morgan, a new 137-residence condominium at 38 East 35th Street, positioned at the nexus of Midtown and Murray Hill. Developed in partnership with Aksoy Holding, the 18-story building marks Continuum's return to New York City after a run of Florida projects, including Continuum South Beach, and is billed as a club-inspired alternative to the neighborhood's usual glass towers. Residences range from studios to three-bedrooms, with prices starting at \$975,000 and topping out at \$3,995,000 for a three-bedroom; a limited run of nine premium residences includes multi-level layouts, oversized private terraces, and a garden duplex, with pricing available on request.



All photos courtesy of We Are Visuals

The building's exterior comes from INC Architecture & Design, which reworks classic New York proportions into a facade with more presence than a typical curtain-wall high-rise, while Paul Duesing Partners handled the interiors with a hospitality bent: white oak flooring, custom cabinetry with tambour detailing, quartzite countertops, and Miele appliances throughout. Ceiling heights reach 13 feet in select homes. "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.”

The amenity package leans into that members-club framing, anchored by The Conservatory, a skylit indoor-outdoor event space, along with a fitness center, yoga studio, spa with sauna and steam room, private dining room, and a residents’ lounge with billiards. The location puts residents minutes from NoMad, Bryant Park, Madison Square Park, and Grand Central Terminal. Corcoran New Development, led by Noble Black and Nick Riback, is handling sales, and the gallery next door at 35 East 35th Street is open now, with construction underway and completion expected in late 2027. “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.

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