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More Than Just an Entrance: How NYC's Lobbies Became Social Hotspots

The Dupont



Rendering credit: VMI Studio

In a city famous for its exclusive members-only clubs, luxury residential buildings in New York City are finding inspiration closer to home—literally. Developers are redefining residential lobbies, turning once transient spaces into vibrant social hubs reminiscent of high-end hotel lounges. More than just entryways, these stylish spaces are now designed as destinations themselves, inviting residents to gather, relax, and connect.

The lobby of The Dupont, the newest luxury residential tower to rise along Greenpoint's sought-after waterfront and the first Brooklyn project to date for developer Rockefeller Group, is a masterclass in transforming building entryways into statement design moments intended to spark congregation amongst friends, family and residents. Designed by Brooklyn-based AD100 design studio Workstead, which marks the firm's first-ever rental building project, the lobby is a sophisticated sanctuary featuring classic wood-paneled walls, soft tones, marble accents and elegant furniture reminiscent of a boutique hotel. Multiple seating areas invite residents to relax and socialize amidst its refined interiors. The Dupont is being developed by Rockefeller Group in partnership with Park Tower Group.