



The Collective Commissions Sou Fujimoto for His First New York Project

New Co-Living Space at 1215 Fulton Street in Bedford-Stuyvesant, Brooklyn to Open in 2022

New York, NY – September 25, 2019 – The Collective, a London-based company at the forefront of co-living, is pleased to announce its partnership with Japanese architect Sou Fujimoto on his first project in New York, 1215 Fulton Street. Slated to open in 2022 in Bedford-Stuyvesant, Brooklyn, the building will accommodate 440 members alongside robust common spaces that will host an array of cultural and community programming, accessible to residents and the public alike.

Spanning 240,000 square feet, Fujimoto’s design for 1215 Fulton Street takes inspiration from local building typologies while showcasing a forward-looking, contemporary approach. Working with red brick for the first time, Fujimoto has selected to incorporate the material into the building’s exterior as an homage to its ties to the historic neighborhood. The brick surface is punctuated by a series of dramatic, glass-enclosed areas designed to fill the interiors with light, all the while revealing glimpses of shared space and cultural programs within, and adding textural interest to the facade.

The ten-story structure is comprised of three buildings connected by an expansive ground-floor hub, designed to facilitate a sense of openness and engagement starting at street level. A direct passageway linking Halsey and Fulton Streets invites visitors to walk through the airy, light-filled space that opens to a stepped interior courtyard – the building’s largest common space, which will be open to the public.

1215 Fulton Street will represent The Collective’s second-largest member base currently planned for the U.S., slated to accommodate approximately 440 members across a variety of unit types, ranging from studio apartments to 2-3 bedroom clusters, for year-long, month-to-month and nightly stays. The location’s 30,000 square feet of amenities include a mix of indoor and outdoor communal spaces designed for both formal and informal gathering. They are dispersed throughout the building, including public spaces for exhibitions, theater and performance, ground floor co-working, restaurant and rooftop bar. Members will have access to even more amenities, including a gym and terrace for barbecues.

Housed on the site of the former Slave Theater, a nexus of black culture and political activism between its opening in 1984 until its closure over a decade later, Fujimoto’s design pays tribute to the site’s rich institutional legacy. The notion of community growth through gathering can be seen in a number of subtle gestures, from the stepped walkways observed in the public spaces to the entrance marquee of the building.



The Collective will host an ongoing artist residency program at 1215 Fulton Street, providing free housing and studio space to 6-10 participants each year.

“We’ve so enjoyed working with Sou Fujimoto, a true visionary who has really rethought the potential of residential architecture through both public and private projects,” says **Reza Merchant**, The Collective’s founder and CEO. “As a company, we’re forging a new, value-driven approach to urban living, which brings people in connection with place. Since Sou is known for his innovative and unique sensitivity to each project’s surroundings, he and his team made a natural partner for 1215 Fulton Street. We’ve been humbled by his cultural curiosity and his design vision for this project.”

Fujimoto established his Tokyo practice in 2000 rising to international fame with his landmark design for the 2013 Serpentine Gallery pavilion in London and later opened a second office in Paris. He is recognized globally for his unique, site-specific approach, with projects in his native Japan as well as in France and Switzerland. Fujimoto’s residential work has been noted for its expert balance of playfulness with privacy, openness, a love of nature and a fluid approach to indoor and outdoor space.

“Designing for New York presents such a significant moment for our practice,” says architect **Sou Fujimoto**. “I am honored, in particular, to be working in a culturally rich neighborhood like Bed-Stuy, and to reimagine this historic site. I hope our design will sustain and serve the incredible culture of this community. The Collective’s mission of creating space that enables people to lead more fulfilling lives resonates strongly with my practice. It was a great challenge and opportunity to envision a building that brings together such a diversity of activity and connection.”

The Collective has ambitious global growth plans in the coming years, which include additional outposts in the United States, United Kingdom, and Germany among others. To date, The Collective has raised nearly \$1 billion to fund its growth, bringing to life its vision of making co-living an option for people all over the world. 1215 Fulton Street represents the company’s third acquisition in New York, joining The Collective Paper Factory in Long Island City (slated for opening in October 2019) and a flagship location at 555 Broadway in Williamsburg, also opening in 2022. The Collective will also build at 2825 NW Second Ave in Miami’s Wynwood Arts District and 633 S. LaSalle in Chicago’s Loop. In October, The Collective will open the largest co-living building in the world in London’s Canary Wharf which will house 705 members.

Working in close collaboration with The Collective and Sou Fujimoto Architects on 1215 Fulton Street is development partner Tower Holdings Group and Ismael Leyva Architects (ILA). As executive architect, Ismael Leyva Architects plays a crucial role in providing local expertise for regulations and building practices as it relates to The Collective’s unique co-living product.



PROJECT DETAILS AND CREDITS

Total Square Footage: 240,000
Number of Units: 440
Number of Floors: 10
Completion: 2022
Gross Development Value: \$260 million

Design Architect: Sou Fujimoto Architects
Executive Architect: Ismael Leyva Architects
Development Partner: Tower Holdings Group

###

About The Collective

The Collective is a growing, global network of co-living locations that combine thoughtfully designed private space with spacious, one-of-a-kind communal amenities. The Collective builds and activates spaces that foster human connection and enable people to lead more fulfilling lives, with an aim to create a positive impact for each neighborhood the company joins.

Founded in London in 2010 by CEO Reza Merchant, The Collective has grown from offering small house shares to owning and operating the world's largest co-living community, with over 8,000 units operating or under development. The 200-strong team is headquartered across New York, London and Berlin has raised nearly \$1B to fund its growth across the U.S., U.K and continental Europe.

The Collective takes an integrated approach to design and development to ensure a laser focus on the personal and professional growth of each member. The Collective is the creative driver and long-term operator of the programs and services its communities experience each day, all of which aspire to a new, inspiring paradigm of flexibility and convenience, and a new universal standard of home. For more information, visit: www.thecollective.com

About Sou Fujimoto Architects

Established in Japan in 2000 and France since 2015, Sou Fujimoto Architects is a Tokyo and Paris based group of over 80 architects, designers, craftsmen and thinkers, all dedicated to architecture, urbanism, research and innovation. In practice nearly 20 years, the office has designed groundbreaking houses, temporary installations, large medical, cultural and educational facilities, multi-purpose programs and masterplans.

The practice is focused on the fundamental relationship between people and nature. Sou Fujimoto Architects has won numerous awards and competitions, among them the New London Award for the Serpentine Pavilion in 2013. The "1000 Trees" ("Mille Arbres") proposal in Paris



was awarded the 1st prize in the Reinventing Paris competition - a large multi-purpose complex structure that at its heart revisits the issue of living in cities with the reintroduction of nature above a major infrastructure. Other projects include educational and cultural buildings such as Paris Polytechnique and Saint Gallen Business School, and the House of Hungarian Music, major public cultural destination of Budapest. “White Tree” (“l’Arbre Blanc”) in Montpellier, the studio’s first project in France, recently opened to widespread acclaim.

About Ismael Leyva Architects, PC (ILA)

New York City based Ismael Leyva Architects, is an internationally recognized architecture, interior design and urban planning firm with offices in New York City and Central America. The firm is recognized by the development and construction industry for its uniquely creative, iconic and practical design. Since the establishment of the firm, Ismael Leyva Architects has built a portfolio of diverse award-winning projects featuring responsive designs that address technical, social, and aesthetic requirements. Ismael Leyva Architects is known for the design of prominent buildings such as Icon, The Charles, The Greenpoint, The Alyn, BKLYN Air, 66 Rockwell, Hilton Garden Inn New York Midtown Park Avenue Hotel, Place 57, Oro, Yves and also the design of the luxury residences at the Time Warner Center, 15 Hudson Yards and the Zaha Hadid Building.

About Tower Holdings Group

Tower Holdings Group is a New York based boutique developer and builder with over thirty years of experience in local development and construction. As a long-term constituent of the communities in which THG members reside and do business, the company attributes its success to a reputation of integrity and principal commitment to foster long-term relationships. Maintaining its boutique operations allows THG to pursue partnerships and opportunities that coincide with its principles and philosophy of not simply delivering buildings but creating spaces that have a long-term value to their local communities. Thus, above all THG is committed to designing, investing in, and successfully delivering projects that are conscious and reflective of the distinct attributes and needs of its fellow neighbors and the communities it serves.

Press Contacts

Irene Kopitov
Senior Associate Director, Camron PR
irene.kopitov@camronpr.com / 917.244.8483

Erin Pinover
Senior Account Director, Camron PR
erin.pinover@camronpr.com / 646.248.9522