



PHOTOGRAPHY BY ANASTASIA IVANOVA

Apartment Porn

BY EUGENIA LAPTEVA

Michael Gross is the author of the bestselling book *740 Park Avenue: The Story of the World's Richest Apartment Building* published in 2005 by Broadway Books. He has written for several prominent publications including *The New York Times*, *Tatler*, *Esquire*, *GQ*, *Vanity Fair*, *Town & Country* and *The Daily News*, and is presently the Real Estate Editor of *Avenue* magazine and Contributing Editor of *Travel & Leisure*. Other books written by Gross are *Model: The Ugly Business of Beautiful Women* (1995); *Genuine Authentic: The Real Life of Ralph Lauren* (2003); *Rogues' Gallery: The Secret Story of the Lust, Lies, Greed, and Betrayals that Made the Metropolitan Museum of Art* (2009), as well as his latest book, *Unreal Estate: Money, Ambition, and the Lust for Land in Los Angeles* (2011).

The building 740 Park Avenue was conceived and built in 1929. Designed by the famous American-Italian architect Rosario Candela and built by James T. Lee, the apartment block has since then been recognized as the most opulent and sought after home in New York. Until today it remains the symbol of social and architectural cynosure. With a maintenance charge of approximately \$10,000 per month, it has housed some of the wealthiest barons, billionaires, fortune-holders and financial tycoons in the world. Michael Gross

uncovers the hidden and hushed-up stories of the alluring lives of 740 Park Avenue.

Eugenia Lapteva: With your book *740 Park Avenue: The Story of the World's Richest Apartment Building*, you delve deep into the lives of some of the richest and most powerful individuals in the world, presenting a romping account of their personalities, apartments and backgrounds. These figures include Rockefeller, Vanderbilt, Chrysler, Bouvier, Bronfman, Koch, Kravis, Perelman, Steinberg and Schwarzman. Did you have a particular audience in mind when you first started working on the book?

Michael Gross: Short answer: I write for people, not for the people I write about. Long answer: I have been reading what's called "social history" for years and have always found it a highly entertaining and interesting genre. I have been writing about famous and wealthy people since the start of my career. I have always felt that it's important to look at the lives of the influential, of role models, of those we look up to and sometimes aspire to be, and in particular, to see how well the reality of their lives matches up to what are often carefully constructed public images. From rock stars to fashion figures to hedge fund kingpins, that's what I've always done. There's a natural audience among the upper echelon, sure, but I like to think the work appeals to people like me, as well.

Eugenia Lapteva: What is it about the clandestine that fascinates you? Why were you especially drawn to reveal these aspects of American society?

Michael Gross: The concordance and discordance between image and reality has always fascinated me. I've long been repelled by the image building industry and collaboration of the media in creating and maintaining images that don't correspond to reality. How can you know what something is, and what it's worth, if you don't know what it's made of?

Eugenia Lapteva: Would you say that by focusing on a building like 740 Park Avenue you participate in the myth making of the very rich?

Michael Gross: I think I do the exact opposite of myth making. I look at real lives. I focus on the rich and famous because they hold power and exercise influence. Some journalists and authors, to use the old phrase, focus on comforting the afflicted, some on afflicting the comfortable. Apparently if you simply describe them accurately, the comfortable can feel afflicted! Alex Gibney is releasing a new documentary next month based on 740 Park. When he called to ask if he could buy the rights, he said we had something in common: We are both more interested in perps (perpetrators) than vics (victims). I couldn't help but agree. I don't think the fascination with the rich and famous is anything new. It's always been an aspect of the human

condition. What is too often ignored is the need to approach the subject with a critical eye. Not critical as in criticism, but rather, looking beneath the image to reality.

Eugenia Lapteva: As I understand, you started off writing mainly about music. In 1995, however, you published a book called *Models: The Ugly Business of Beautiful Women*. Since then you have engaged with fashion on a regular basis. How come you moved on to fashion writing?

Michael Gross: I covered rock music from the mid-60s until the early '70s when I segued to fashion. It was the moment when music segued to fashion, switching from the Fillmore era to the Studio 54 era and I think I was simply changing with the times. That said, rock stars often dated models. So I'd watched their world, albeit from a distance, all along. And the models were appealing. I then started seeing the woman who became my wife, who was a fashion designer, so that helped nudge me further in the fashion direction. I did that for ten years and then decided to write a book. I think I knew that if I wrote the sort of book I wanted to do, it would burn some bridges and free me to look for something new to focus on. Ten years in one arena is enough! As my dad once said, "When you run with the pack, you write like the pack." He went on to say, "I run alone." I wanted to do the same. When my generation didn't do as well as hoped, I retreated to fashion and wrote about Ralph Lauren, but that book altered my trajectory exactly as I'd hoped I would be able to do a few years before. Ralph was a faux American aristocrat (though he was a real Jewish aristocrat) and I decided that next I would write about real aristocrats, the upper class in our supposedly classless society. That – not fashion – is what I've been doing ever since.

Eugenia Lapteva: From music to fashion to real estate. Why 740 Park Avenue?

Michael Gross: I wanted to write about society through a microcosm and realized that a fancy building would give me a frame in which I could paint that story. I then went looking for the 'richest' building in New York, not just in terms of its residents, but also in terms of its architecture and its narrative. 740 Park was the obvious choice.

Eugenia Lapteva: One of the striking features of your writing is your ability to capture stories surrounding the various characters who once lived in 740 Park Avenue. Can you say a bit about the nature of this research process?

Michael Gross: You start with a brick wall in front of you and scratch away at the mortar until a little hole appears and

**"You start with
a brick wall in front of
you and scratch away
at the mortar
until a little hole appears
and you can spy the story
on the other side."**

you can spy the story on the other side. Then, even if your fingers are bleeding, you just keep going. But seriously: libraries, archives, books, newspapers, and interviews. It's simple if hard.

Eugenia Lapteva: How did you manage to penetrate the walls of the richest apartment building in New York?

Michael Gross: Yes, of course it can be difficult, but nothing worth doing is easy. You just try hard and don't give up, don't let a "no" stop you. There's always a route to the information you need. You just keep trying until you find it.

Eugenia Lapteva: What were your first reactions when you entered the building?

Michael Gross: I've been in lots of expensive buildings, so it didn't really

mean that much to me. A building is just an envelope that surrounds/holds lives. Some envelopes are bigger than others. That doesn't constrain the lives lived inside them. At 740, I saw a handful of apartments. For my new book on 15 Central Park West, I've been invited into many more. They are just like the rest of the world, only they hold more stuff and have nicer finishes. The lives led inside still range from miserable to wonderful, just as they do in the rest of the world.

Eugenia Lapteva: How important is it that your writing remain faithful to an 'objective' truth?

Michael Gross: I try to be comprehensive, fair and accurate. I don't always succeed. Objectivity is a platonic ideal.

Subjectivity is ever-present even if you try to guard against it. That's the nature of the beast. I avoid political and moral judgments because that's not my place and I don't want to choose sides. I think the most dangerous person in the world is a true believer and the most dangerous thing in the world is a closed mind. That, however, has worked to my detriment. My generation was determinedly non-partisan, and looked at baby boomers on the right, the left, and ones who shuttled back and forth. Therefore it pleased no one. I think it's actually far more accurate than a book

that chose a side would have been. I strive to be objective even as I know that objectivity is only a green light across the water.

Eugenia Lapteva: How has the book been received by current residents?

Michael Gross: I see some of them socially and no one has tried to hit me! No one has threatened to sue me either, which wasn't the case with my next book, *Rogues' Gallery*. I think even the folks who were discomfited by 740 Park know I was trying to be comprehensive, fair and accurate.

The story of the Shearns and the Rockefellers is my favourite part of that book and the one I still hope will one day be made into a movie. •



PHOTOGRAPHY BY HADLEY HUDSON

EINSTEIN
WALTER ISAACSON

THE HITS
SMITH
ELVIS
ALBERT GOLDMAN
HITLER'S DIPLOMAT
JAMES STITZ
RONNIE & NANCY
BOB COLACELLO
WHAT DID I DO?
LARRY RIVKIN WITH ANNEAL WINSTEN
LOU REED
VICTOR ROCKWELL
EXIT POTTER
Keith Richards
Life
COLLE PORTER
LAURENCE S. ROCKEFELLER
WINSAS
EXILE ON MAIN ST.
BILLY ROSE!
JOSEPH C. FITZPATRICK
Goulden
FIT TO PRINT

Dish
Scheriff
Worldly Power
Here at The New Yorker
THE AMERICAN IDEA
SOME TIMES IN AMERICA
NEW YORK DAYS
THE GANG THAT WOULD NOT WRITE STRAIGHT

REFLECTED GLORY
THE PAKISTANI
SILVA

THE MASTERS GAME
MUSIC
THE WINDS OF CHANGE
BROWN BAGGIES
JAY KROHN
DUFF
THE LAST PLAYBOY
THE SHAWL LEVY
RUBIN
GLIDDEN LILLY
INSALIBO ADAMSON
LAWSON
EDIE
SAM SPIG
FOOTBALL
VOID TRIFESTS
VICTOR ROCKWELL

THE KINGDOM
TO THE END OF TIME
PAPER TIGERS
MICHAELSON
PRIVILEGED SON
THE FLAPPER
RICHARD MITCHELL
THE TRINITY

THE WINDS OF CHANGE
SLIM
THE PASSAGE TO POWER
JOHN LENNON

THE LIFE OF KENNETH
TYNAN
CORRELIUS VANDER BILT
THE GLORIA
BARBARA COCKEN
KORTON'S CHILDREN
GORE VIDAL
CORREA
MY TERROR

GONZO
MAGIC TRIP
KEN BURNS JAZZ
THE BEATLES
ROCK ENCYCLOPEDIA

LENNON
ALBERT GOLDMAN
THE LIVES OF JOHN LENNON
LEONARD

THE KID STAYS IN THE PICTURE
WHEN ROCKS WENT ROLLING
ROBERT EVANS
THE MIRROR

THE BEATLES
VANITY FAIR
VOILE
ONLY IN NEW YORK
THE MYTHIC CITY

DAVID BAILEY
Locations

AN AUTOBIOGRAPHY
CHARD AVEDON EVIDENCE 1944-1994
Woman in the Mirror
Richard Avedon

ON THE EDGE
MAGAZINE FROM 100 YEARS OF VOGUE
THE HISTORY OF FASHION PHOTOGRAPHY
SOCIETY IN VOGUE
VOLE
VANITY FAIR
VOILE
ONLY IN NEW YORK
THE MYTHIC CITY

This is an A-Z who's who of the world's richest apartment building. We have compiled the most interesting characters who have lived in the building, bringing you their best stories.

A

Antonio Gebauer: Banker who is said to have once taken the Concorde from New York to London to buy riding boots. Gebauer's lifestyle screamed trouble. He made only \$150,000 a year at Morgan Guaranty yet lived like an emperor, throwing outrageous parties at his lavish Park Avenue apartment.

Alfred H. Caspary: A philatelist responsible for assembling one of the finest collections of United States postage stamps. He also served in a number of philatelic positions in the United States and in England.

Ann Loeb Bronfman. Married to Edgar M. Bronfman Sr. Their children were often targets of violent kidnappings. Bronfman's eldest son, Samuel, was abducted from a family estate in suburban New York on August 9, 1975. He was held for more than a week before his father paid a \$2.3 million ransom – arbitrarily reduced from the initial request of \$4.6 million.

B

Bonfire of the Vanities, The: Revlon magnate Ron Perelman, formally married to Ellen Barkin, is the 26th richest American, and 69th richest person in the world with an estimated wealth of \$12 billion. Ron occupied an eighteen room, eight bath duplex from 1978 to 1985. While ensconced with the first of his four wives, he had an affair with the owner of a nearby flower shop. The affair eventually exploded into the tabloids after the luxury jeweller Bulgari sent Mr. Perelman's wife a pair of diamond and sapphire earrings meant for his lover. Some of the staff reportedly believe that a scene in the film based

on the Tom Wolfe novel *The Bonfire of the Vanities* – in which the protagonist, Sherman McCoy, calls his mistress from a pay phone outside his building – was based on the financier and his florist lady friend.

Bonita Bananas heiress: When Mercedes Noboa's father, Luis Noboa Naranjo died in 1994 at the age of seventy-eight, he left behind a banana fortune and a contentious family. The heirs spent the next nine years, and \$20 million, on a legal battle that spanned three continents and gave rise to charges of fraud and deceit. It is one of the most expensive family feuds in history. After his death, control of the banana company went to his second wife, Mercedes Noboa. Mercedes threatened to exclude the siblings from running the company. In 1997 Mercedes sold her stake in the company for a cool \$300 million, and her shares were redistributed to Alvaro and his sisters.

Bouvier, John was a self-indulgent womanizer and free spender who suffered stock market reverses. Forced to apply for aid to his sober, hard-working father-in-law, Bouvier got a free apartment at 740 Park Avenue with tight strings attached on his personal spending. The Bouviers lived there from 1932 to 1938, by several accounts amid bitter disagreements between the Bouviers until their separation and, finally, divorce.

C

Cave, Edward Lee works for Brown Harris Stevens, the management company of 740 Park Avenue. Cave studied art history at Columbia University. He became Sotheby's first American employee. "We don't sell square feet. We sell a way of life," said Edward. Cave was hired right after he got out of school by Parish-Hadley, the decorating firm. Richard Nixon once turned to Cave for help finding an apartment. Cave urged him to avoid stepping in front of a co-op board and advised him to seek out a private home instead. For his first official gig, Cave helped Albert Hadley



redecorate the Kennedy White House. His real estate clients include Sting, Billy Joel and Saul Steinberg, whose apartment at 740 Park the brokerage sold for a then record, \$37 million to Steve Schwarzman in 2000.

D

Dorrance, Elinor: Campbell's Soup Heiress. Father, John Thompson Dorrance. Eleanor Dorrance's debutante



Staircase of the Rockefeller Apartment. Photographs courtesy of Kelly Simpson

ball at the Bellevue-Stratford Hotel, Philadelphia on New Years Eve 1926 is still legendary. Her father – president of the Campbell’s Soup company—shelled out \$100,000, which included the cost for a second orchestra so the music could continue uninterrupted. She worked at Campbell’s for thirty-one cents an hour for her father. She was employed at the cashier’s counter and used to punch in at 8:30 am everyday. She said at the time that she had “no definite occupation” and was “eager to learn

some things of the business world.” Her father said Elinor was “obliged to learn the business, the same as any girl who seeks employment at the plant.”



Above: Daphne Guinness

E

Estée Lauder: Ronald Lauder once bought the painting *Portrait of Adele Bloch-Bauer* by Gustav Klimt, a Nazi-looted piece from Maria Altmann. At the time, it was the most money anyone had ever paid for a piece of art at reportedly one hundred and thirty five million dollars. Lauder also has the world’s largest private collection of medieval and Renaissance armour. Ronald Lauder, son of Estée Lauder, has lived in Apt 15/16D. Estée Lauder was the only woman on *TIME* magazine’s 1998 list of the twenty most influential business geniuses of the 20th century. She met Joseph Lauder when she was in her early twenties. On January 15, 1930, they married. The surname was later changed from Lauder to Lauder. In

1948, she persuaded the bigwigs of New York City department stores to give her counter space at Saks Fifth Avenue to sell her creams. She’d send creams to everyone she could think of. Princess Grace of Monaco once said, “...I don’t know her very well, but she keeps sending all these things.” Explaining her success, she said, “I have never worked a day in my life without selling. If I believe in something, I sell it, and I sell it hard.” Ezra, Merkin (settlement Ponzi scheme) was a close business associate of Bernie Madoff. Ezra is alleged to have played a significant part in the Madoff fraud. Merkin was charged with civil fraud by the State of New York, for “secretly steering \$2.4 billion in client money into Bernard Madoff’s Ponzi fraud without their permission.”

F

Fischbach, Gregory lived in apartment 17B. Greg’s apartment once belonged to heir and socialite Thelma Chrysler Foy, daughter of auto legend Walter Chrysler. Greg paid only \$6.3 million dollars for the apartment in 1994. He is now asking \$29 million for it.

Floating Apartment: The renovation that Albert Hadley (see “H”) did for the Bronfman’s had a floating design. The week following Hadley’s initial visit to the Bronfman’s apartment, Mrs. Parish (Hadley’s design partner) received a telegram from her clients, who were on vacation in Mexico. “Stop all work until we return. We want a floating apartment.” Her response was, “What in God’s name do they mean by a ‘floating apartment?’” Hadley knew exactly what they meant. They wanted a modern apartment with lots of clean, uncluttered spaces. When he tried to explain this to Mrs. Parish, she responded with disgust. Hadley immediately went to work with architect Jack Cobel. To achieve the look that the Bronfmans wanted, major demolition and an enormous amount of construction had to be done before any decorating could begin. Entire walls were removed to create sculptural spaces. Small windows were

replaced with vast floor-to-ceiling glass panels. Throughout the apartment, the wooden floors were removed and replaced with travertine marble. Stephen Schwarzman later bought the penthouse apartment at 740 Park that had originally belonged to John D. Rockefeller Jr. In time, Mr. and Mrs. Schwarzman became clients of Albert Hadley.

G

Gibney, Alex: American documentary film director and producer. He is the son of journalist Frank Gibney and the stepson of the late Rev. William Sloane Coffin. Gibney is currently directing *The Road Back*, a film on Lance Armstrong. Gibney is an Oscar, Emmy, and Grammy Award-winning producer. He is known for producing one of the highest grossing documentaries of all time, *Enron: The Smartest Guys in the Room*.

Goldman, William refers to himself as “the poorest person [who has lived] in that building [740 Park Avenue].” The double Academy Award winner, novelist and screenwriter is responsible for the scripts of some of the most successful Hollywood movies. The first script he sold was *Butch Cassidy and the Sundance Kid* in the late 1960s for \$400,000, which was considered a record sum at that time. He says about himself that he was programmed to fail, as he had not shown any signs of talent as a young man, receiving the worst grades in a creative writing course. As editor of his school’s literary magazine he cut his own short stories out, and the first time he ever saw what a screenplay looked like was at midnight in a bookstore in Times Square. He likes 20th century abstract paintings and plays tennis with Paul Newman. His relation to the press has always been difficult and he refers to critics as “failures and whores”.

Guinness, Daphne: Fellow 740 resident Steven Klein chose Daphne to photograph for two *Vogue Italia* covers. Toward the end of Daphne’s time at 740 and right before her divorce, her friend

was quoted, “She had been in this jewelled Fabergé cage, which turned into a pressure cooker, and then she came out of it like Venus on the half shell.” Daphne is the granddaughter of The Hon. Diana Mitford (Lady Mosley). Mosley was once a guest at a party thrown by Adolf Hitler. Hitler was reportedly the sole guest at her wedding. Daphne is an heir by direct descent of Arthur Guinness, the inventor of Guinness ale. Daphne was the subject of an exhibition at the Museum at F.I.T. featuring clothes and accessories from her massive personal collection including Chanel, Dior, Givenchy, Lacroix, and Valentino, as well as demi-couture by Azzedine Alaïa, Dolce & Gabbana, Rick Owens and Gareth Pugh. Daphne also collaborated with *Comme des Garçons* to make an eponymous parfum.



Above: Jacqueline Kennedy

H

Hadley, Albert and Mrs. Henry Parish II (Sister Parish) created the penthouse triplex apartment at 740 Park Avenue for Seagram’s Edgar Bronfman and his wife. Hadley had studied at Parsons School of Design and was trained by Van Day Truex. After graduating from Parsons, Hadley taught at the school

for five years. Reflecting on his relationship with Sister Parish, Hadley once said, “Never could I have cloned what I did without her, and she could not have done what she did without me.”

I

Irene Rothschild Guggenheim: She was a philanthropist interested in child development and the arts. She studied in Germany at Miss Lindner’s School in Frankfurt-am-Main between 1882 and 1884. She and her husband collected old masters that ranged from Italian Renaissance panels to nineteenth-century Barbizon oils. She was particularly fond of the works of Baroque painter Jean-Antoine Watteau. When her husband Solomon died she became interested in non-objective contemporary paintings in the late 1920s. Guggenheim remained involved in her late husband’s collection and foundation, and even proposed Frank Lloyd Wright as the architect for what later became the Solomon R. Guggenheim Museum.

J

James T. Lee: grandfather of the late Jacqueline Lee Bouvier Kennedy Onassis, was a prolific developer who built an unusual string of important New York City buildings, including 740 Park Avenue, which became Jackie’s childhood home. In 1923, Lee completed the work that makes most architectural historians take notice: the sky-scraping Shelton Hotel (now the Marriott East Side Hotel) designed by Arthur Loomis Harmon. The Shelton was built as a get-away bachelor hotel, but within a year the plan failed and it opened to both sexes. In 1928, Lee became a director of the Chase National Bank, and in the same year his daughter, Janet, married John V. Bouvier III.

K

Kosinski, Jerzy: known for various novels, among them *The Painted Bird*



(1965) and *Being There* (1971). By the age of twenty-two he had earned two graduate degrees in history and sociology. A Roman Catholic priest issued him a forged baptismal certificate. The Kosinski family survived the holocaust thanks to local villagers who offered assistance to Jewish Poles. To emigrate to the United States in 1957, he created a fake foundation which supposedly sponsored him. He later claimed that he forged the letters from eminent Polish communist authorities guaranteeing his loyal return, which were needed for anyone leaving the country at that time. He was under constant attack from journalists who accused him of plagiarism. In 1962, Kosinski married American steel heiress Mary Hayward Weir. They divorced in 1966. After Weir died in 1968 from brain cancer, her will

left Kosinski with nothing.

Koch, David: New York's richest man and the fifth wealthiest in America occupies an eighteen room, nine thousand square foot duplex on the fourth and fifth floors said to have been purchased in 2005 for \$17 million. The apartment he purchased was once the childhood home of Jacqueline Kennedy Onassis (see "O"). He sold the apartment in 2006 for \$32 million dollars. "As much as I love the old Jackie Onassis apartment, it wasn't large enough," this, according to Mr. Koch.

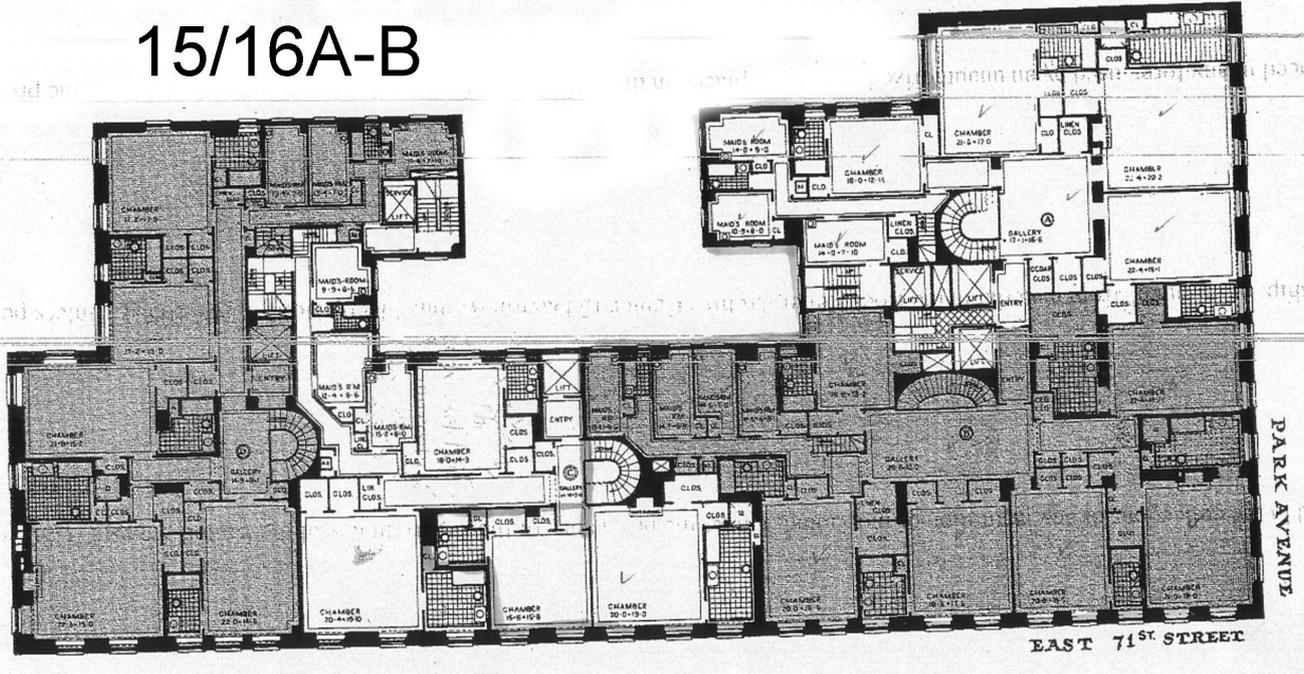
L

Lassie: Producer Milton Gordon is president of his own army materials

factory. He teamed up with Hollywood producer Edward Small to form Television Programs of America Inc. He sold the popular series *Lassie* for \$3 million, but kept distribution rights.

Lord, Bette Bao: a Chinese American writer and civic activist for human rights and democracy. Her children's book, *In the Year of the Boar and Jackie Robinson*, has become a classic used in schools nationwide. Her true stories of Chinese people, *Legacies: A Chinese Mosaic*, was also a bestseller and chosen by Time magazine as one of the five best non-fiction works of the year. In '98, President Clinton presented her the first Eleanor Roosevelt Award for Human Rights and hailed her as "someone who writes so powerfully about the past and is working so effectively to shape the future."

15/16A-B



M

Marshall Field III of Marshall Field's department store later grew to become Macy's Inc. He was an American investment banker, publisher, racehorse owner/breeder, philanthropist, and heir to the Marshall Field department store fortune. Field was founder of the Chicago Sun, which became the Chicago Sun-Times. He also donated substantial funds to support the New York Philharmonic symphony orchestra and served as its President.

N

Nymphomaniac: Swedish born German royalty from 2004-2009 whose ex-husband George David, allegedly paid her fifty million dollars to "GTFO" [get the f*** out] of 740 Park after she allegedly demanded "way too much sex" and cost him \$53,000 dollars a week for her allowance. She is currently contesting the verdict and claims she needs that much a week for expenses, part of which includes maintenance on her 740 Park Avenue Penthouse, P74.

O

Onassis, Jacqueline Lee Bouvier Kennedy grew up at 740 Park until her early teens. Her apartment was more than 20,000 square feet. They lived in unit

6/7A. It was listed for \$138,000. Jacqueline attended the Chapin School in New York City. Jackie's grandfather, James T. Lee, built 740 Park. Hedge fund investor David Ganek now owns her unit. It has been modernized to host his art collection. Jackie took dancing and ballet lessons, she showed dogs, rode horses, and went to finishing schools. She had the reputation of "the very worst girl in the school".



The Rockefeller Apartment, Photographs courtesy Kelly Simpson

P

Peggy Bedford Bancroft D'arenberg D'uzes was a Standard Oil heiress and socialite. Peggy made the papers for spectacular parties in the 1950s, including one in which an elephant damaged the elevator. Years later, after Bancroft's daughter was turned down by another co-op board, her father opined: "They probably felt you'd park a camel in the lobby."

Q

Quasha, Alan: Alan Quasha from Harken Energy is a notorious financier. He bailed out George W. Bush's failing oil company in 1986. He was involved with Hillary Clinton's campaign. He hired her close confidant and Democratic Party financial man, Terry McAuliffe. During McAuliffe's chairmanship, Quasha officially joined Clinton's campaign.

R

Ralph P. Davidson: served as Vice President of Time Inc. and was named publisher of Time in 1972. Davidson became President of The John F. Kennedy Center For the Performing Arts in November 1987.

Rare Art Inc. was founded in New York City in 1927 by Urban and Hazel Hartman. Their son (740 Park resident) Alan Hartman is the current owner and president of Hartman Rare Art. Alan is an expert in both Chinese jade carving as well as 18th and 19th century English silver.

Rockefeller Jr., John D.: Rockefeller Jr.'s wife died of a heart attack in apartment 15/16B during April of 1948. Stephen Schwarzman bought Rockefeller's previous penthouse apartment – the same 'floating apartment' that Bronfman designed.

S

Saks Fifth Avenue: In 1923, Bruce A. Gimbel purchased Saks. In 1965, then president, Bruce pulled the plug on the Saks 34th Street store. “If customers come into our former Saks 34th Street store and ask for the appliance or stamp department, we will think of expansion.” Gimbel saw the area as “the richest suburb in the world”. Saks was the only department store in New York that served liquor.

Saul Steinberg, financier, bought the storied John D. Rockefeller Jr. apartment in 1971 at the tender of age of thirty-three, while married to his first wife, Barbara. Not long after moving from Long Island to 740 Park (where his 200-pound Great Dane was awarded its own room with a telephone and a fake tree to relieve itself on), the financier developed a cocaine habit and embarked on a path of adultery.

T

Time Warner: Courtney Sale Ross of Time Warner sold her apartment at 740 Park this year for approximately \$60 million dollars. Her husband – Steve Ross, former Chairman of Time Warner – has since passed away. She owned a combination of two duplex co-op apartments on the twelfth and thirtieth floors. The late Steve Ross bought the apartments in the 1980s for only \$8 million dollars. The annual maintenance fee on the properties is \$412,000 dollars.

U

United Nations: 740 Park is host to the Turkish, Japanese and French representatives to the United Nations.

V

Vanity Fair Best Dressed: David Koch’s (see “K”) young wife Julia, a former

fashion assistant twenty three years his junior, debuted on Vanity Fair’s international best dressed list. She was a former Adolfo assistant who literally dressed Nancy Reagan in the old court designer’s knitted suits. Anna Wintour handpicked her for the job. She has not worked since 1993. She is devoting herself full time to the care of David and their homes. “I’ve become a throwback to the 1950s.” She has selected David Mlinaric, known for his work on Britain’s National Trust houses, to decorate Jackie Onassis’ former apartment.



Above: Anna Wintour

W

Wang, Vera: Owns a tenth and eleventh floor duplex, once owned by her father, Cheng Ching Wang in 2007. Mr. Wang and his wife, Florence, paid \$350,000 for the duplex in 1983. They purchased the duplex from Campbell Soup Company heiress Elinor Dorrance (see “D”).

Wintour, Anna: Vera’s brother Kenneth Wang once dated Anna Wintour. He inherited the apartment from their father’s deceased estate. Vera wanted the apartment for herself, so she bought her brother out for an estimated \$40 million dollars. The Smoking Gun uncovered Internal Revenue Service documents dated September 7, which show Ms. Wang

has owed this hefty chunk of back taxes since her 2008 return. Authorities have placed restrictions on her spot at 740 Park until the bridal designer pays up.

X

Xenophobic Co-op allegations: There are no black shareholders at 740 Park. In one almost indiscernible way, 740 Park is also a monument to what’s called social anti-Semitism. Formally speaking, half of 740’s tenants live at 71 East 71st Street, a side entrance of the same building with the less ostentatious address that’s favoured by some of the more discreet patricians in residence, those who have long considered Park Avenue addresses too Jewish.

Princess Henry “XXXIII” of Reuss: described as one of the wealthiest of American women. Princess Heinrich inherited a fortune from her first husband, Theodore R. Hostetter of Pittsburgh. Her divorce from the prince was said to have been caused by his espousal of the Nazi cause.

Y

Yvonne and Gustavo de Jimenez: wealthy South American newlyweds bought the Quasha’s (see “Q”) duplex for \$1.1 million.

Yvonne & Alberto Uribe of Pepsi: Pepsi was Venezuela’s number one cola, out-selling Coke four to one until it’s bottler switched to Coke. Overnight Pepsi had no way to bottle, deliver or import its product.

Z

Zimmerman, Sanford J.: Former chairman of Abraham & Straus, a major New York Department store based in Brooklyn. During his time, the chain grew from one store with sales of about \$14 million to seven stores with annual sales of about \$55 million.