



## A CASE STUDY IN NEW YUPPIEDOM

If future generations wish to understand the culture of the early-21st-century yuppie, they'll find everything they need at the Time Warner Center in New York. Since it opened in 2004 (with a Cirque du Soleil-fueled black-tie gala hosted by Jon Stewart), this 2.8 million-square-foot, \$1.7 billion complex has served as high church for the new upwardly mobile class—as well as a monument to its ascendancy. *Erica Cerulo*

01

### PENTHOUSE

London financier David Martinez paid \$42.25 million in 2004 for the 12,000-square-foot duplex, the most ever for a Manhattan residence.

02

### CONDOs

The 191 units at One Central Park start at \$2 million and average an astounding \$2,500 per square foot. Residents are power brokers in the worlds of business, art, and media.

03

### OFFICES

The headquarters of the world's biggest media company, Time Warner, houses AOL and Warner Bros. execs as well as CNN's New York studios.

04

### MALL

Hugo Boss, Thomas Pink, Sephora, J. Crew, Bose, Stuart Weitzman, Davidoff, Coach, Williams-Sonoma, and J.W. Cooper are among the 40 shops; the Samsung Experience exhibits yet-to-come electronics; the obligatory Borders café is run by Dean & DeLuca. And where else could a "food court" include not only America's most expensive restaurant (Mesa Takayama's Mesa, where even a prix-fixe meal costs \$350) but also one of the few eateries in New York to receive a three-star rating from Michelin (Thomas Keller's perpetually booked Per Se)?

05

### HEALTH CLUB

Equinox's flagship fitness center offers an überexclusive 200-member E-Club that costs \$24,000 a year.

06

### SUPERMARKET

At 60,000 square feet, the subterranean Whole Foods, with its sit-down dining area and aisles wide enough to accommodate multiple carts, is six times the size of the typical Manhattan grocery.

07

### TRANSPORTATION

All West Side subways—if not all roads—lead here. There's also a garage, a taxi stand, and a lane for waiting Town Cars.

08

### THEATER

The \$128 million Jazz at Lincoln Center complex (artistic director: Wynton Marsalis) has three performance spaces and seating for 2,000.

09

### HOTEL

The five-star Mandarin Oriental has 251 rooms (the humblest starts at \$748 a night) and amenities that include an infinity-edge pool, in-room flat-panel LCD TVs, and a 14,500-square-foot spa with a tea lounge.

