

## About Us Article

Manhattan Tower was built in 1952 by the largest GM Dealer in NYC as an Executive Corporate Retreat. It operated as such for about six years and was then sold to become an apartment hotel. It was designed by the noted architect Charles McKirahan in the MiMo or Mid-Century Modern style popular at the time. Driving up to the property one is immediately struck by the spiral staircase at the entrance fabricated from iron tubing soaring 50 feet into the air. It was said to be a flight of fancy taken from the Frigidaire Logo, Frigidaire being a subsidiary of GM at the time.



Over the years the apartments were populated by many noted personalities such as Helen Brach, the Brach candy heiress, who made Manhattan Tower her winter residence for several years in the 1970s and allowed her image to be used in publicity photos

