

## An Assist Puts Lin in the W

By [JOSH BARBANEL](#)



Natalie Keyssar for The Wall Street Journal

A view of the Hudson River from Jeremy Lin's new apartment at the Downtown W Hotel. The Knicks basketball sensation will rent the unit.

[Jeremy Lin](#), the emerging basketball sensation, found a home in the Knicks' starting lineup at Madison Square Garden just over two weeks ago.

Now he has completed another rite of passage for a newborn New York celebrity: On Wednesday, after a closely followed house hunt, he signed a contract to rent a furnished condo on the 38th floor of the residences at the W New York Downtown Hotel.

The two-bedroom apartment comes with a 4-foot-high sculpture in the glass-walled living room, original art on the walls, pots and pans in the cabinets and views out to the Statue of Liberty and the memorial pools at the World Trade Center.

# THE WALL STREET JOURNAL.

February 23, 2012

It also comes with that staple of New York real estate, the celebrity discount, and shows the close connection between the upper echelons of the sports and real-estate industries in New York.

The apartment, with interiors furnished by Louise Sunshine, the doyen of New York marketing, had a listed rent of \$13,000 a month. But Matthew Moinian, the son of the W's developer Joseph Moinian, said Mr. Lin got a better deal, but declined to disclose the final contract price.



"We were trying to accommodate him," he said. "We want to help him as much as possible with his new life."

Mr. Moinian said that his family had developed close ties over the years to a number of Knicks players and coaches, including with Herb Williams, the Knicks assistant coach and former player, who attended the younger Mr. Moinian's bar mitzvah in the 1990s.

Mr. Lin said in a statement that he was attracted to the W Downtown because of its amenities and his familiarity with the W Hotel in Taipei, Taiwan, where his parents grew up.

"It's a nice place to come home to with amazing views," he said in the statement.

Mr. Lin had been sleeping on the couch in his brother's living room, uncertain about whether he would be cut from the team, when he suddenly emerged from obscurity and began turning around a losing season.

Mr. Lin was anxious to find a place to move in right away and checked out Mr. Williams's suggestion that he try the W Downtown, according to people familiar with the deal. Mr. Williams declined to comment through a team spokesman.

After looking at 20 apartments, Mr. Lin picked a completely furnished one that was already in contract for sale to an investor, who will continue the rental. The 1,182-square-foot apartment was listed for sale at \$2.3 million, or more than \$1,950 a square foot. The closing is scheduled for next month.

Ms. Sunshine said that she had created seven apartments on the 38th floor, fully furnished with midcentury objects and contemporary design, all of which

February 23, 2012

are now in contract. The idea was to find rental tenants, and sell the apartments with tenants to investors, who would be able to draw immediate income.

Ms. Sunshine said she is now working on the furnishing and redesign of 25 other condos in the building.

During his apartment search, Mr. Lin was reported to have sublet a two-bedroom apartment at Trump Tower at City Center in White Plains, near a training site used by the Knicks.

But several people familiar with Mr. Lin's apartment hunt said he had never actually lived there.

When he first came to the W Downtown, Mr. Lin stopped off at the BLT Bar & Grill at the base of the 58-story building, and was immediately mobbed by well-wishers, Mr. Moinian said.

After that, Mr. Moinian said he arranged with the restaurant to provide Mr. Lin regular access to the restaurant's private dining room.

"You can't live on room service all the time," he said.