

## The kids are all right: How developers are courting tweens

*Ms. Pac-Man, mini arcades, soundproof music rooms and study lounges being offered at condos*

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*The rec room at 111 Murray Street (Credit: 111 Murray Street)*

Luxury condominium developers are rolling out the red carpet for tweens and teens — sure to send the eye-rolling #rebels to Snapchat and Instagram to compete for the title of who lives in the coolest building.

Developers are offering perks like soundproof music rooms, mini arcades, fitness spaces, and, of course, study lounges to entice parents into dropping millions on a new condo.

“It used to be that everyone left by the time their kids were in second grade and the five-bedroom colonial in Greenwich [Conn.] was the ‘I made it’ kind of statement,” Douglas Elliman’s Darren Sukenik told DNAinfo. “Now it’s the three- or four-bedroom in TriBeCa, and people are doing everything imaginable to stay.”

At 111 Murray Street, the [157-unit, 62-story tower](#), old school is new as 80s and 90s nostalgia hits the building’s 1,692-square-foot rec room fitted out with classics like skee ball and pinball. Apartments — ranging in prices from \$2 million for a one-bedroom to \$18.9 million for a five-bedroom — went on the market in September.

At the 18-story, Robert A.M. Stern-designed [20 East End Avenue](#), a junior lounge is decked out with vintage arcade games like Centipede, board games, foosball, mini-basketball table, complete with gaming consoles. Prices for the Upper East Side building range from around \$4.5 million for a two-bedroom to \$35 million for a five-bedroom penthouse. [\[DNAinfo\]](#) — *Dusica Sue Malesevic*