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Cassidy George, a 19-year-old art student at New York University, is taking this principle even further in Manhattan. With help from her parents—her father Eric is an investor and CEO of Omega Hospital in Louisiana—she purchased a “very regular” two-bedroom downtown apartment in May for \$2.775 million.



Ms. George said she knows that the space may not appeal to everyone, but that is part of what she likes about it. *DOROTHY HONG FOR THE WALL STREET JOURNAL*

Then Ms. George got creative. Enlisting the services of interior designer Francisca Trujillo, she painted the apartment almost entirely black, including the exposed brick. Aiming for “an ’80s-reminiscent, garage-rock aesthetic,” she hired street artists to “vandalize” her elevator door and cover the foyer with a floor-to-ceiling graffiti installation using abstracted images from a box of her keepsakes, from Ms. George’s face to Jack Nicholson in “The Shining.” When the bathroom light is on, its door lights up with an image of a man urinating.

Ms. George said she knows that the space may not appeal to everyone, but that is part of what she likes about it. Plus, she doesn’t foresee moving for at least 10 years, and she’s confident the apartment will appreciate significantly during that time, black paint notwithstanding. As she told her father when she started looking at apartments, “the neighborhoods where I want to live are the ones that are really going up in value.”

Ms. George’s agent, Ande Sedwick of Town Residential, said her “jaw dropped” when she saw the redo, adding that it is very difficult to remove black paint from exposed brick. “That resale is going to take a very unique buyer,” she said.

Still, “the Bowery is so hot now” that the unit has likely appreciated since they bought it. “If they were to sell tomorrow, they would definitely get a return,” Ms. Sedwick said.



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