

Art World

Society Writer Michael Gross Hired by Luxury New York Condo as In-House Historian

He's written several books on New York's luxury real estate.

Henri Neuendorf, October 17, 2016



Michael Gross. Photo: Patrick McMullan photo, J Grassi/PMC

The fashion journalist and society writer Michael Gross has been tapped by a luxury condominium developer on New York's Upper East Side as in-house historian.

Gross, who has a history degree from Vassar College but is primarily known for his writings on real estate and fashion gossip, has been hired to write an in-depth account of the history of Rosario Candela-designed pre-war property at [12 East 88th Street](#), [Luxury Listings](#) reported. He has also penned the texts for the marketing and promotional material for the property.

Gross will also be on hand at viewings of the luxurious model residence and other events to recount the story of the building and its residents.

“Candela wanted the homes in 12 East 88th Street to be regarded as prized possessions for the city’s most discerning citizens,” Gross writes in the essay. “So he gave 12 East Eighty-Eighth one of his signature touches, the highest architectural expression of those same unique skills, a jazzy roofline with complex, visually arresting setbacks that proclaimed that even if the Roaring Twenties were over, New York would never stop reaching for the skies.”

Gross has written numerous sensationalist accounts of the glamorous side of New York’s real estate market, including two books on the city’s most expensive residential apartment buildings, *House of Outrageous Fortune: Fifteen Central Park West, the World’s Most Powerful Address* (2014), and *740 Park: The Story of the World’s Richest Apartment Building*.

He got his start, however, in fashion journalism, writing for *Vanity Fair*, *GQ*, *Town & Country*, *The New York Times*, and *New York Magazine*. He also wrote books such as *Model: The Ugly Business of Beautiful Women* (2011) and *Focus: The Secret, Sexy, Sometimes Sordid World of Fashion Photographers* (2016).

Gross also wrote one art-related book, *Rogues’ Gallery: The Secret Story of the Lust, Lies, Greed, and Betrayals That Made the Metropolitan Museum of Art*.

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