

Building Thoughtful Communities

An Interview with Eldad Blaustein, Chief Executive Officer, IGI USA

EDITORS' NOTE Eldad Blaustein is the Chief Executive Officer of IGI USA, the U.S. division of IGI, a global real estate development firm. Since joining IGI in 1999, originally as a marketing and business development manager, he has played a pivotal role in expanding the company's international presence, particularly in New York and London, and first came to the U.S. in 2005. Under his leadership, IGI has focused on creating lifestyle-driven residential projects that blend architectural character with modern amenities. Blaustein's strategic vision emphasizes thoughtful development in dynamic urban neighborhoods, reflecting IGI's commitment to enhancing everyday city living.



Eldad Blaustein

and logistics projects across both the U.S. and internationally. Through all of our markets and projects, we have earned a reputation for building thoughtful communities, executing complex projects with both local sensitivity and global expertise, and maintaining sound financial stewardship. The company's innovative mindset, solid financial foundation, and depth of experience provide a distinct competitive edge in the upscale real estate market.

How do you describe IGI's culture and values?

IGI's culture is rooted in its origins as a family-owned company, and that spirit of warmth, trust, and agility continues to define its operations today. Led by a team that includes long-standing family involvement, IGI maintains a

friendly, approachable environment that defies the typical rigidity of corporate America. Our guerrilla-style approach facilitates swift, thoughtful, and fast decision-making – something that has become a hallmark of the company's strategy. We can identify and decide on a deal through a few phone calls between the partners. A prime example is the development of 93 Worth Street, a condo conversion in TriBeCa, where IGI responded to a post-financial crisis opportunity and made significant decisions in a matter of just days, trusting our instincts and market insight. We're clear on our priorities and know where our strengths lie – quick, decisive action without the red tape. With no layers of bureaucracy or investment committees, our approach is anything but corporate. When evaluating opportunities, we consistently lead with location and neighborhood, while placing equal value on design, architecture, the site's history,

COMPANY BRIEF IGI (izaki-group.com) is one of Israel's largest and longest-established private real estate development companies. The group is owned and managed by Ron Izaki. With over 60 years of experience and a record of achievement in real estate, IGI is well-positioned for success in its endeavors, developing commercial, residential, hotel and office projects in Israel and abroad. IGI has built a strong global presence with investments and teams in New York, London, Tel Aviv, Warsaw and Budapest. Innovative thinking, a strong financial backbone, and a breadth of experience give IGI a competitive advantage in the global arena of upscale real estate development.

Will you highlight the history of IGI and how the business has evolved?

IGI is an active global real estate development firm with a strong presence in key markets including New York, London, Warsaw, Budapest, and Tel Aviv. Since expanding into the U.S. in the early 2000s, the company has built a reputation for thoughtful, design-led residential projects in dynamic urban neighborhoods. I've been with IGI since 1999, initially in marketing and business development, and moved to the U.S. in 2005 to help lead our continued growth. It's been incredibly rewarding to be part of IGI's evolution as we continue to bring globally informed, locally attuned developments to life.

Today, the company invests and develops in all segments of the real estate market. We develop commercial, residential, hotel, office,



The Harper

and the kind of lifestyle we envision for future residents.

Ultimately, IGI remains anchored in deliberate, community-oriented planning – constantly developing with intention and a long-term perspective on how individuals will live, work, and interact within their environments. Each project is carefully shaped with consideration for its surrounding neighborhood and an understanding of what modern buyers truly desire. At The Harper, the influence of Art Deco is reimagined through a contemporary lens, resulting in refined details and curated amenities, such as a recording studio, that resonate with the creative energy of the Upper East Side surroundings. In contrast, The Village West, a new condo building launching Downtown later this year, embodies a private club-like atmosphere of bold intimacy within a larger urban fabric. Across all our projects, IGI's values are evident in spaces that are not only aesthetically pleasing, but also profoundly aligned with how people want to live.

Will you discuss IGI's business in the United States?

IGI has an established and growing presence in the United States, with a strong track record of success in New York City. The company's U.S. journey began in the early '90s through various partnerships, with the development of 93 Worth in Tribeca – IGI's first independently developed project under its current name. Completed without partners, the project was a standout success following the 2011–2013 market recovery, demonstrating the company's ability to act decisively and independently.

From there, IGI continued to build a thoughtful and thought-provoking portfolio. In 2012, we acquired 15 Renwick in Hudson Square. This was a new construction condominium that maintained the character of the surrounding neighborhood, with distinctive townhome-style residences and amenities like a boxing gym – an inspired choice given its proximity to Dogpound, the popular luxury gym next door.

Today, IGI continues to shape New York's residential landscape with The Harper, a 21-story limestone-clad condominium on the Upper East Side that blends the neighborhood's historic character with a modern sensibility. Designed inside and out by the renowned architecture firm ODA, the building features a stepped façade that nods to classic Art Deco architecture, while also offering privacy and generous outdoor terraces. Its 63 residences, ranging from two to four bedrooms, are filled with natural



The Village West

light and designed to strike a balance between pre-war charm and contemporary functionality. Inside, the interiors emphasize gracious layouts, oversized windows, and thoughtful materiality.

Looking ahead, IGI is preparing to debut The Village West – a boutique, mixed-use condominium located at the vibrant crossroads of the West Village, Greenwich Village, Flatiron, and Chelsea. Designed by BSKS Architects, the building features 68 refined residences with oversized windows, wide oak flooring, and expansive private terraces. With nearly 15,000 square feet of curated amenities – including an exclusive fitness club, wellness bar, co-working space, and rooftop dining lounge – The Village West will set a new standard for sophisticated downtown living, blending historic charm with modern luxury. Sales are expected to launch this fall.

How important has it been to build the IGI team in the U.S.?

Building a strong U.S. team has been essential to IGI's success and long-term growth in the market. While the company draws on decades of international experience, IGI's strength lies in assembling a team of highly respected

experts who bring deep local knowledge, market insight, and design-driven thinking to each project. Many members of our U.S. team have spent years in the real estate, design, and development sectors, playing key roles in some of the city's most recognized projects. But what sets the team apart is their shared commitment to IGI's values – thoughtful planning, integrity, and a true passion for creating homes with lasting impact. Our ability to navigate both the big picture and the fine details allows IGI to deliver highly contextual projects that feel at home in New York's most iconic neighborhoods.

Additionally, the close-knit nature of the team, reflective of IGI's roots as a family company, creates a collaborative and agile environment. This enables quicker decision-making, better alignment across disciplines, and a higher level of care throughout every phase of development. Whether it's working with top-tier architects and designers, refining floor plans to meet today's buyer needs, or curating lifestyle-focused amenities, our team plays a critical role in ensuring that every IGI property lives up to the company's legacy of excellence.

What are your priorities for IGI's business in the U.S. as you look to the future?

IGI's priority in the U.S. is to continue developing high-design, high-end residential projects

that align with the evolving needs of New York City's increasingly discerning buyers. Recognizing New York's constant reinvention, particularly in a post-COVID era, the team sees significant opportunity in buildings and entire neighborhoods shifting from commercial use to residential enclaves.

With initiatives like New York City's City of Yes program encouraging adaptive reuse, IGI is closely monitoring areas such as the Garment District and parts of Midtown, where office-to-residential conversions are poised to breathe new life into underutilized spaces. The company is focused on sourcing locations that align with long-term urban trends, positioning itself ahead of the curve in emerging, yet promising, pockets of the city.

The Village West is a prime example of IGI's forward-thinking approach to development and strategy. As the neighborhood evolves, IGI continues to pay close attention to how that change can support more livable, lifestyle-oriented spaces. The Village West reflects that approach – blending architectural character with modern, purpose-driven amenities that complement the rhythm of everyday city life. ●