

December 27, 2025

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## Bowling Alleys, Karaoke and Cocktail Lounges Will Define Amenity Trends as Developers Look to Sell Community

*High-end developments in the U.S. are betting on social sports, live entertainment spaces and exclusive restaurant access to attract luxury buyers*

By: Rebecca Bratburd

Impressions: 1,350,604

Luxury developers are rethinking amenity strategies for 2026 as buyer priorities evolve from the solitary wellness floors and quiet lounges that defined recent years.

In addition to spaces designed for retreat, the latest high-end residential buildings are investing in amenities that encourage interaction, signaling a growing belief that social engagement has become a key component of luxury living.

From bowling alleys that recall a night out to padel courts riding the sport's rapid ascent and exclusive access to marquee chefs, these features are framed as defining elements of a building's lifestyle rather than passive perks. Music and entertainment spaces, including karaoke rooms, vinyl listening lounges and performance venues, are also gaining traction.

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For today's affluent buyers, the appeal lies not only in comfort and convenience, but in the social capital that comes with living in a building designed to connect people.

Here's a look at the amenity trends shaping luxury residential developments in the year ahead.

### Rolling With It:



*Credit: Pavel Bendov*

Two-lane bowling alleys are making an appearance in luxury developments, offering residents a social amenity that feels both nostalgic and novel.

At One Manhattan Square (\$1.23 million to \$6.95 million) on New York's Lower East Side, a bowling alley anchors a sprawling amenity package totaling 100,000 square feet, easily double what most condo buildings offer. The space doubles as a lounge,

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with a curved navy velvet banquette, burgundy leather sectional, sculptural chandelier and abstract artwork flanking the lanes.

"Our goal is to activate amenity spaces to build community, and One Manhattan Square is a great example," said Bryan Grandison, director of lifestyle services at Extell Development. "Our bowling alley has become a lively hub where residents host events, form leagues and enjoy friendly competition. It's been so popular that we've introduced a bowling alley at our newest development, 50 West 66th Street on the Upper West Side, where we're already seeing residents connect, celebrate and elevate their living experience."

At 50 West 66th Street (starting at \$5.995 million), which opened to residents this year, the bowling alley takes a more playful approach with colorful geometric wall panels in red, lime green and gray, neon signage and digital scoring screens.

The Henry (\$2.475 million to \$28.75 million), a boutique building on the Upper West Side designed by Robert A.M. Stern Architects, will offer a bowling alley with a refined aesthetic: cream toned paneling with curved detailing and built-in shoe storage. The building is expected to open early next year.

In Brooklyn, Olympia DUMBO (\$1.65 million to \$5.07 million) places its alley within the Club, a lower-level amenity floor that also includes a club lounge, fitness and boxing gym, and maritime-themed children's room.

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*Credit: Naftali Group*

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