

THE GUSTAV MAYER HOUSE

A Living Time Capsule & Rare Survivor



A view of the front of the Gustav Mayer House, from Richmond Road.

THE GUSTAV MAYER HOUSE is an Italianate Villa Mansion on Staten Island, New York. It was built in 1855 by David Ryers, and has been sold only two times in the last 134 years, making this truly a ONCE-IN-A-LIFETIME opportunity!

Gustav Mayer purchased the home in 1890 at a live auction, while traveling by stagecoach down Richmond Road. Known as the inventor of the Nabisco Sugar Wafer, Gustav also invented bakery molds and assorted tin ornaments.

He moved his family and businesses into the Gustav Mayer House, where his family resided for the next 110 years.

Lovely murals painted by his daughter Paula still adorn the walls and floors of this glorious home which has been architecturally unaltered by time and is as original and authentic as the day it was built.

THE GUSTAV MAYER HOUSE

Why This Home Matters, and, Is a One-of-A-Kind Opportunity



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- One of NYC's rarest intact Italianate villas (built in 1855)
- Site of the original Rose & Crown Tavern (1650)
- Where Nabisco's Nilla wafer legacy began
- Owned by one family for 110 years
- Featured in over 10 international editions of Vogue, Elle, Harper's Bazaar, Cosmopolitan and hundreds of other editorial and advertising campaigns
- Zoned residential and landmarked – perfect for a private residence, museum, or high-end venue

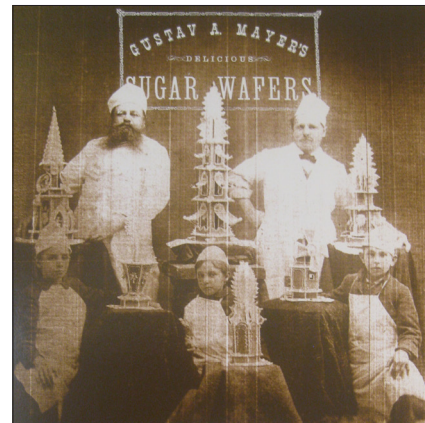
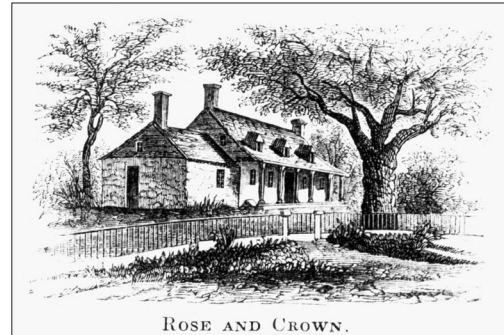


INTERNATIONAL LEGACY POTENTIAL

With ties to 19th-century German-American industry (Gustav Mayer), and a growing international interest in preserving U.S. historical estates, the Gustav Mayer House is a trophy property ready for global eyes. Heritage investors and cultural foundations welcome.

A HISTORICAL TIMELINE

- 1650** Rose & Crown Tavern is established
- 1776** General William Howe commands the Tavern as headquarters, announcing to British officers that the colonies want to formally secede from the crown. This historic site is where Howe reads the Declaration of Independence to his British troops
- 1855** David Ryers, the Tavern's final owner, demolishes the tavern to build the Gustav Mayer House on these historic grounds
- 1890** Gustav Mayer purchases home for his private residence and relocates his baking business to the basement
- 1898** Nilla wafer recipe leads to Nabisco deal
- 1918–1980s** Mayer daughters reside and preserve home
- 1989** New York City landmark status
- 1990–2020s** International fashion editorial destination



Left: Supermodel Gisele Bündchen for American Vogue, August 1998. Photographed by Ellen von Unwerth.

Top Right: Mayer's confections on display, along with portrait of Gustav Mayer and the house.

Bottom Right: The Mayer daughters, Paula and Emily.

A RESTORATION *in* PROGRESS

*Tremendous diligence has been taken
to preserve the original character, charm
and integrity of this prestigious home*

ALTHOUGH THE HOUSE is a restoration in progress, a great deal of preliminary work has already been completed.

- The first floor has been restored to museum quality with new utilities throughout, all without compromising the aesthetics of the house. This includes all new electric, plumbing, natural gas heating system, central A/C, and a hard-wired security system.
- The house is structurally sound.
- All materials, techniques and procedures have been employed for long-term performance.
- The upper floors have been roughed out with electricity and plumbing for future bathrooms and kitchens.
- Both roofs have been replaced and rebuilt, including Copper-Lined Rain Trough Systems throughout.



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THE FIRST FLOOR & DOUBLE PARLOR



Top left: Detail of ornate hand chipped marble fireplace.

Bottom left: Detail of elaborate arch bracket.

Right: The Double Parlor.

THE MAIN LIVING AREA on the first floor is 2,250 square feet of interiors that have been restored to museum-like quality. The showpiece of the first floor is the ITALIANATE DOUBLE PARLOR, a 15' x 36' historically accurate period room, with meticulously restored features:

- All windows have been restored using the original wavy glass
- High ceilings, crown moldings, and an ornate arch, center the double parlor
- Two hand chipped marble fireplaces adorn either side of the arch
- Antique pine parquet floor
- Canvassed walls
- All new utilities throughout including radiant heat, and separate A/C zone; all without compromising its visual authenticity
- Hard wired security alarm system



THE DOUBLE PARLOR



The large arched windows of this Double Parlor are actually doors leading to the front covered porch and grounds, also known as the "Living Parlor". Two hand chipped marble fireplaces, and a grand arch center the room above. A perfect room for large gatherings or special events.

THE FIRST FLOOR

- 1 1/4" x 10" Antique Southern Long Leaf pine plank flooring throughout the home on all 3 floors
- All windows on the first floor have been rebuilt using the original salvaged wavy glass
- High ceilings and crown moldings
- Hand chipped marble fireplaces in bedrooms

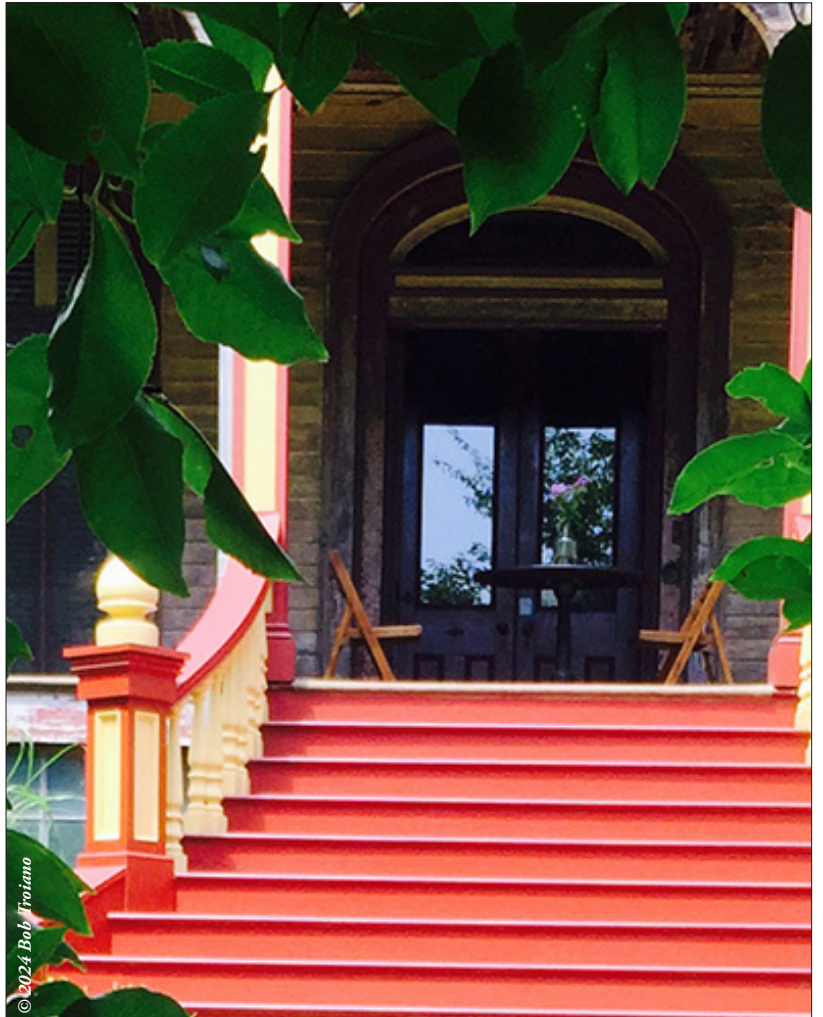


Clockwise from top left: 1. Kitchen view. 2. Bedroom with marble fireplace, with access to large dressing room. 3. Bedroom with marble fireplace, with access to the covered porch and grounds. 4. View of the sun porch.

THE FRONT PORCH & GROUNDS

FOUR PAIRS OF SPECTACULAR fully restored glass panel doors open to a covered veranda overlooking spacious grounds, creating in effect, an outdoor living space, known in its day as “THE LIVING PARLOR.”

- The grand splayed staircase is gracious and welcoming and adds to the architectural splendor of the home.
- The front porch provides wonderful and relaxing views of a half acre of picturesque grounds.
- The home is graced with various blooms and trees from a bygone era; including an 80-year old Japanese Quince tree.
- Grounds are all natural and NO pesticides have ever been used on the property.
- The historical grounds were once the site of the Rose and Crown Tavern, built in 1650, demolished in 1854 and was once the headquarters of General William Howe during the Revolution. The Gustav Mayer House was constructed the following year in 1855.



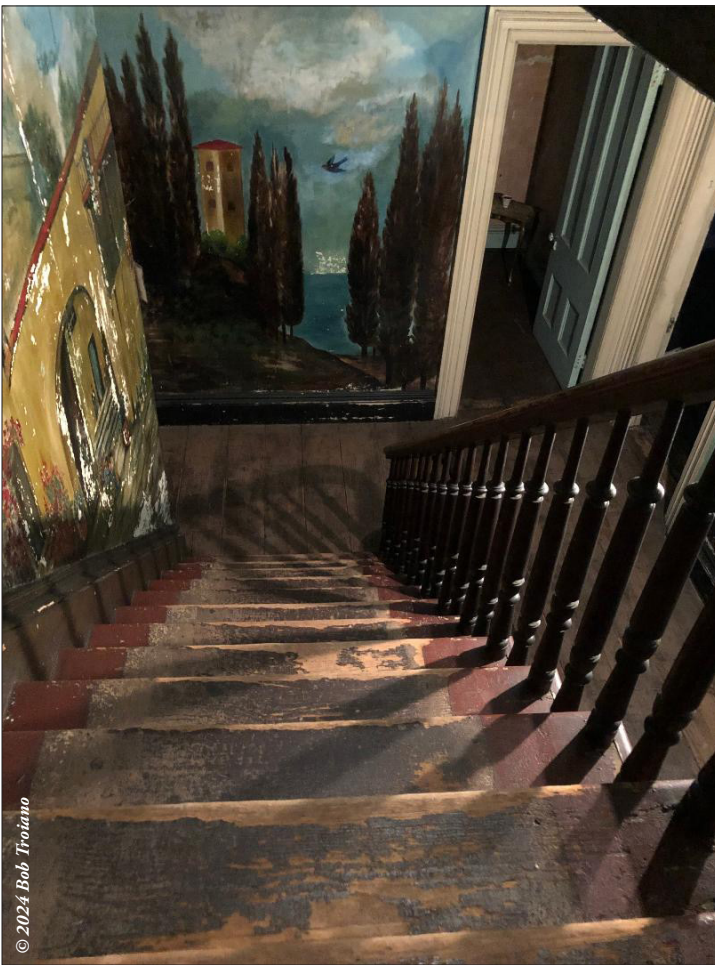
THE SECOND & THIRD FLOOR



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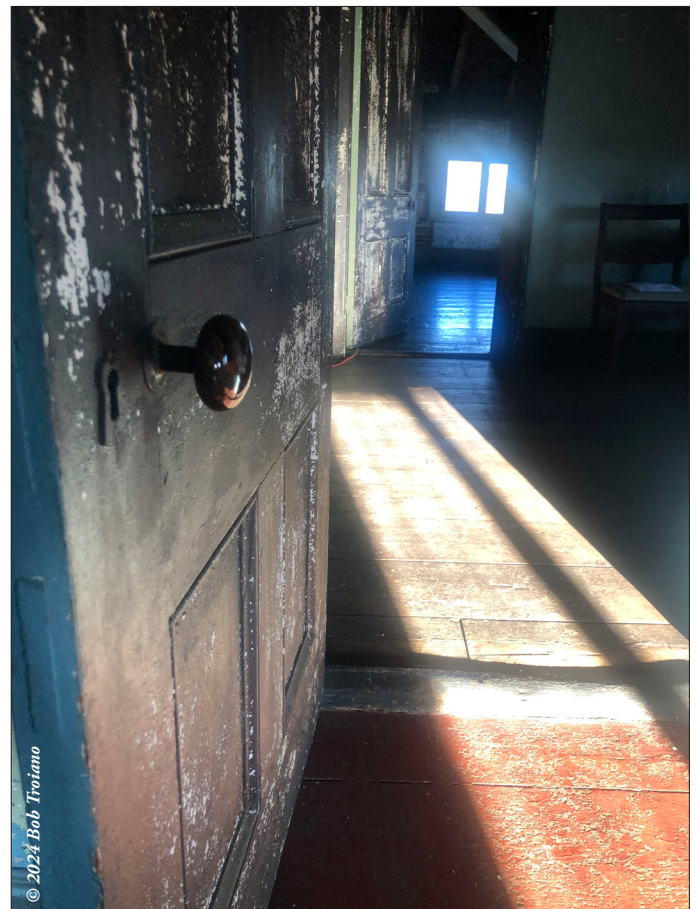
Large windows provide an abundance of natural ambient light, traveling throughout the home.

*Hand painted murals
and abundant natural light
from original windows
create a magical backdrop*



THE 2ND AND 3RD FLOORS have a combined 2,800 square feet. Multiple rooms on the upper floors have been used as backdrops for their authentic and timeless character.

- All new hot and cold domestic plumbing and drainage has been roughed out to various locations for future bathrooms and kitchens.
- New natural gas lines have been provided.
- Electrical sub panel has been installed on the SECOND FLOOR to service future electrical needs.
- A second Weil-McClain boiler has been pre-installed and plumbed in the basement boiler room to supply future heating.



THE CUPOLA

*With 360° views including the
Raritan Bay, New Jersey,
and the Verrazzano Bridge*



View of the cupola from the north side.



THE CUPOLA IS the crowning glory of the house and could serve as a sanctuary at any time of day; see far and wide, catch a sunrise or sunset, or just gaze upon the glorious canopy of trees that adorn this half-acre property.

The exterior of the cupola has been fully restored and has been acknowledged by the Staten Island Preservation League.



THE BASEMENT



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EVEN THE BASEMENT of the Gustav Mayer House is steeped in rich history.

- Considered the “heartbeat” of the house.
- The basement was originally living quarters for the house staff, complete with kitchen, cooking fireplace, servant’s dining room and large marble fireplace.
- Became the site for Gustav Mayer’s baking business, credited for inventing the Nabisco Sugar Wafer.
- The basement is currently the owner’s woodworking and restoration workshop.



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An old cooking fireplace seen at left, and a 5-foot high marble fireplace, seen above.

A HOUSE of FASHION

THE GUSTAV MAYER HOUSE is a private residence, though portions of the home currently serve as a popular photo shoot location for high fashion editorials, advertising, catalogs and various personalities in the fashion and music industries. The site, which has been publicized in the New York Times, has hosted many of the world's top photographers, models and

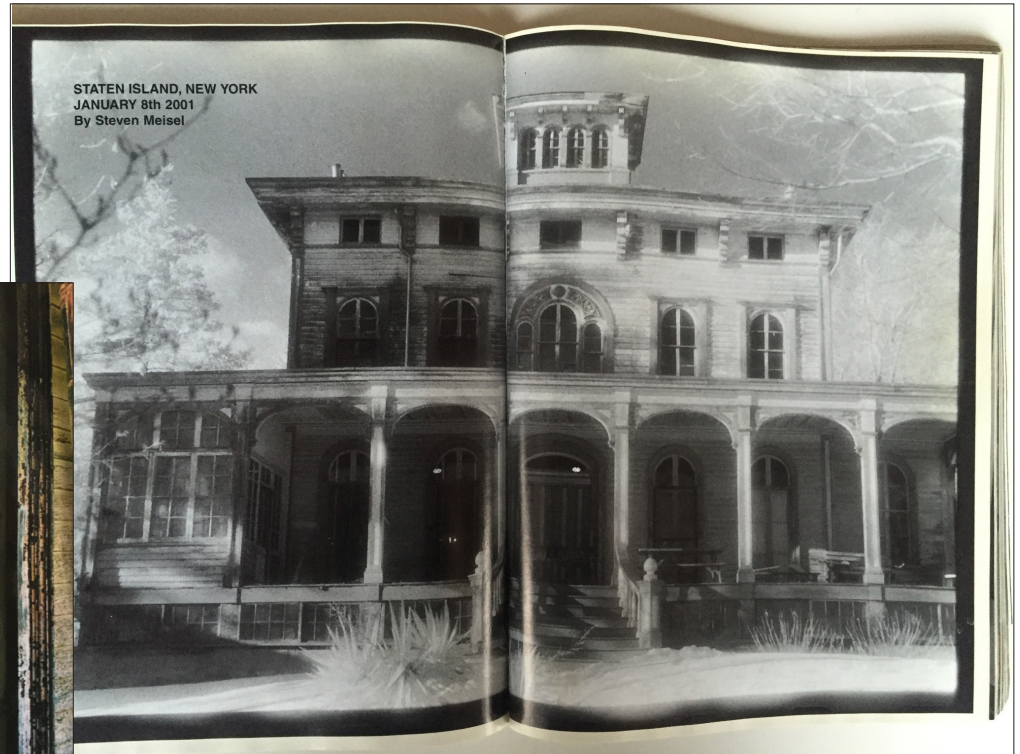
fashion designers and has been featured in countless magazines around the globe, including ten nations of Vogue, Bazaar, Cosmopolitan, Elle, New York, and W Magazine, to name just a few.



Top right: The Gustav Mayer House takes the centerfold of Italian Vogue, photographed by Steven Meisel.

Center left: Photo of Mary-Kate Olsen at the front door, photographed by Peter Lindbergh, for Bazaar's editorial shoot.

Bottom right: Just a few of the various Vogue covers. Over 10 nations of Vogue have shot here.



AS FEATURED IN...

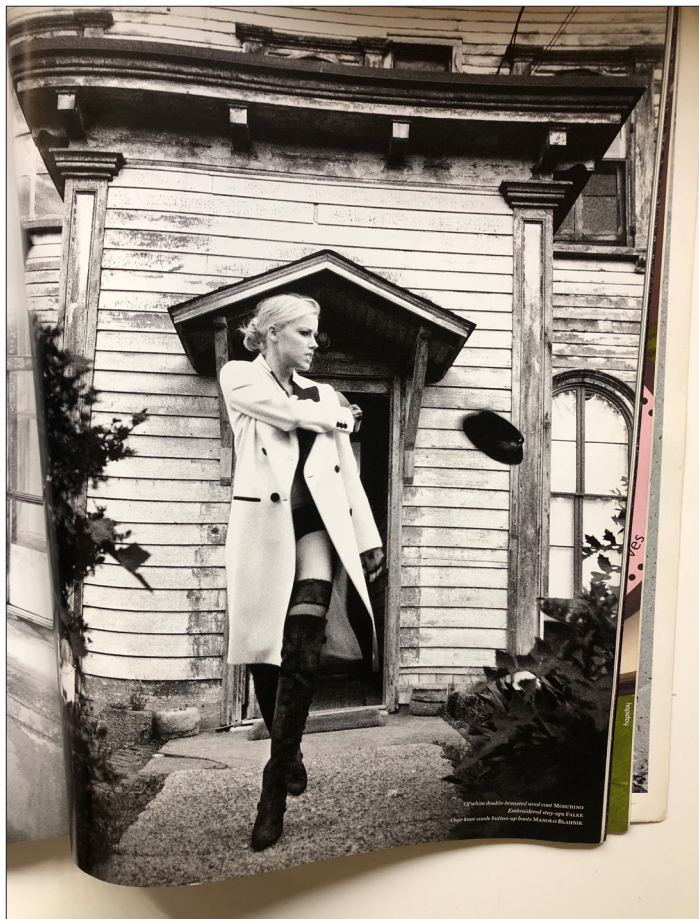
*Clockwise from right: Cover of Korean Vogue, October 2009.
Photographed by Tony Kim.*

Fashion Advertisement for Alvina Valente wedding couture.

*Mary-Kate Olsen and Lauren Hutton in a fashion editorial for
Harper's Bazaar, October 2007. Photographed by Peter Lindbergh.*

*Actress Amber Heard for Vs Magazine, F/W 2011.
Photographed by Ellen von Unwerth.*

*Editorial spread for New York Magazine, February 2006.
Photographed by Alex Majoli.*



A HOUSE *for all* SEASONS



THE GUSTAV MAYER HOUSE is on Staten Island, New York and is in close proximity to New York City. It can be reached either by car, or a 25-minute ride on the Staten Island Ferry. Convenient shops are just a walk away, including bus and railway transportation. It is also within walking distance to the many nature and hiking trails of the Greenbelt, which serves as a vital natural resource for Staten Island.

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*“For over 170 years, this remarkable estate has stood
as a testament to craftsmanship, innovation,
and preservation.*

Today, a rare opportunity exists to become part of its story.”

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