

LIVING SPACE

Designers bring The Laurel to life

By ALICIA HARTGROVE

A true designer's vision came to life when The Laurel, a new 31-story glass and Indiana limestone tower at 400 East 67th Street, threw open its doors to Hearst Home Group's second annual "Designer Visions" program.

Hearst Home Group partnered with developer The Alexico Group and Corcoran Sunshine Marketing to stage the event in the 129-unit luxury building and al-



The Town&Country model (above) was designed with a fun and sophisticated single woman as the muse while The Veranda (below) exhibits blend of Italian and American heritage in its design by Charlotte Moss.



low top designers to create homes to inspire buyers.

Four of Hearst's home design magazines, *House Beautiful*, *O at Home*, *Town&Country*, and *Veranda* are distinctively represented in the residential units. The editor-in-chiefs of each of the four publications selected an interior designer to express the pages of the magazine in the homes.

The model apartments were revealed at a party on Nov. 6. Walking through the completely furnished and decorated model apartments one is engulfed in a luxurious (and green) experience. All involved parties are proud of the building's silver LEED certification.

McAlpine Booth & Ferrier Interiors designed the *House Beautiful* model as a "weekend retreat," said Alana Frumkes, the executive director of Designer Visions at Hearst. The muse for this apartment is a couple from Atlanta's exclusive Buckhead neighborhood who wants to enjoy a contemporary building that contrasts their more traditional home in the South.

The apartment is very cozy and calming with the use of neutral greens, grays, and blues. The apartment further extends the cozy feeling by sectioning off areas with drapes. Many of the pieces in this apartment are crafted from reusable materials, like wood used in lamps and tables.

O at Home was designed by Darryl Carter for a couple of cultured and worldly empty-nesters who wish to blend their appreciation of modern architecture with a taste for traditional furnishings. This couple recently escaped from a suburban colonial and traveled to this posh abode with a promise to get rid of the bulk of their belongings. They held onto their most cherished keepsakes, like photos which are framed along a wall in a collage fashion.

Frumkes said the *O* brand is "living the best life you can and nourish your inner self," which is depicted in this home.

Charlotte Moss is the designer behind the *Veranda* home, created for a couple that moved to New York City from Rome. The apartment represents both the Italian husband's and American wife's heritage, with Tuscany country colors like oranges and pinks. The walls in the living room are fabric-over-fabric and trimmed with ribbon giving the room a romantic look.

Town&Country's model, designed by Stephen Miller Siegel, is staged for a sophisticated single woman embracing a fresh start. The L-shaped living area has three different seating areas with Greek, Italian, and Chinese pieces throughout.

The Laurel building, designed by architects Costas Kondylis and Brian Callahan, began construction in the spring of 2007. The site used to be home to a private school. The high-rise fits in with the neighborhood's mix of contemporary and traditional.

The residences range in size from 1,153 s/f to 1,418 s/f and each has two bedrooms, two bathrooms with hanging wall mount toilets, Bosch washer/dryers, and a modern kitchen with Energy Star appliances. The average price per square foot is \$1900 (lower floors are cheaper because they don't have as good a view).

The Laurel is built based on environmentally-conscious decisions regarding site, energy efficiency, building materials, and indoor air quality. Seventy-five percent of the building's waste material is not going to a landfill and will be reusable.

The infrastructure is made from recycled steel and all sealants and paints from low volatile organic compounds.

According to Joanie Schumacher of Corcoran Sunshine, head of sales for The Laurel, 50% of the building is already sold, including one of the two penthouses which went for over \$4,000 psf. She said buyers get their money's worth from the quality enlisted in each home.

Some of the features include sound proofing, marble bathrooms and spacious green living. Residents have



The cozy House Beautiful model (above) was designed for a traditional southern couple by McAlpine Booth & Ferrier. The *O at Home* (below) mixes modern architecture and traditional furnishings for a cultured couple.



access to a fitness center, childrens playroom, screening room, full-time concierge, and a 24-hour doorman.

Schumacher said a few buyers are closing the end of this month and will be moving in shortly thereafter. The building should be completed in early winter of 2009.