



211 East 51st Street Completes Successful Summer Luncheon Series, Introducing Agents to Luxurious Condo Conversion

Posted By Susan Piperato, 10/07/09

NEW YORK, NY—An auspicious group of brokers from CitiHabitats and several select boutique firms were invited by developer Henry Justin, CEO, HJ Development, to an exclusive luncheon – the last in his highly successful summer series – at his latest residential conversion project 211 East 51st Street, a “Mid-Century Modern” style luxury condominium featuring 73 homes in 17 spacious layouts, announces Josephine LaPietra, Director of Sales and Marketing at HJ Development.

Highly personalized and relaxed, the luncheons provided agents with an alternative to open houses reflective of the casual pace of the summer season. Agents from scores of brokerages have taken advantage of the opportunity to tour a full floor of one- and two-bedroom model homes designed by celebrated interior architect Shamir Shah while enjoying a fresh selection of salads, sandwiches, pastas and home-made desserts from one of the many fine restaurants on the surprisingly serene midtown block.

“We wanted brokers to learn the facts about 211 East 51st Street while simultaneously experiencing the warmth and sense of community that make it so special,” points out LaPietra. “The summer series has been a huge success that has generated a number of sales. We even had an all cash offer presented at the last luncheon.”

The building is situated directly adjacent to the award-winning Greenacre Park, between Third and Second Avenues, a block where wine bars, fine restaurants and the ultra chic Pod Hotel radiate a sophisticated international charm. The park features a 25-foot waterfall that is visible from many of the residences. Moreover, the contemporary “reinvention” of this modern classic is directed to gracious living with a discerning amenities package featuring all new infrastructure; 24/7 attended lobby; fitness room; residents’ lounge; and Okeanos Club/Spa on the lower level with a full complement of spa services and popular vodka bar.

A new façade made of split-face granite with a bronze trellis highlights the visual relationship to Greenacre Park’s sculptural bronze and steel pergola and split-face red granite wall. The endemic nature motif is continued in the entrance’s main wall, a sunlit woods scene made of Italian Bisazza tile, while the lobby features a mix of organic materials and a polished iron travertine floor.

Viewings are by appointment with the onsite sales team at (212) 751-5111 or 211east51.com. Prices range from \$640,000 to \$4,550,000.

