



Related Cos. collaborates with Adler at 225 Rector Place

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Related Companies has unveiled model homes furnished by Jonathan Adler - the design brand's first collaboration - at 225 Rector Place, a condominium located in Battery Park City. In a unique alliance, the decorator and furnishings company has transformed select residences into enclaves inspired by two of Adler's signature looks: Modern Rustic and Deluxe.

"We are thrilled to be working with a design leader such as Jonathan Adler," said Alicia Goldstein, senior VP of marketing for Related, noting that the company has a long history of working with top architects and celebrated designers such as Robert Stern and Yabu Pushelberg. "Now is an exciting time to be in Battery Park City and Jonathan Adler's design aesthetic reflects this enthusiasm."

The model residences were designed to inspire 225 Rector Place purchasers to recreate Adler's vision in their own home. By incorporating pieces from his collection, all available at his five New York City locations, homeowners have access to every piece that they see to "shop the look," from the window shades to the upholstery, which give a sneak preview of the designer's exclusive new Kravet fabric line officially launching this fall. In addition, purchasers will have access to an individual design consultation and special offers on purchases.

"The 225 Rector Place residences show how our furnishings can be used to achieve any spirit - from glitz and glamour to rustic modern," said Adler. "Our models are fab, and will surely inspire potential residents to create their own lifestyle at 225 Rector Place."

Residence 18B - a two-bedroom, two-bathroom home with warm hardwoods and polished stone - has been dressed in a cool palette of blues, white, gray and silver to create an environment that is sophisticated and inviting.

"The floor plan is very gracious and conducive to a life of easy yet chic entertaining," Adler described. "It's all about glamorous comfort."

Hints of "cinematic twinkle" set the stage, spreading across the 938-square-foot space, beginning in the foyer, where a mix of metallic bamboo wallpaper and artful furnishings, like the designer's small anemone chandelier and Queen Anne mirror. In the kitchen, a large horse-shaped bowl filled with lemons is a bright complement to the oak-finished cabinetry trimmed in stainless steel. Beyond an open center island, the kitchen leads into a regal sun-lit dining area. Here, his Nixon dining table with silver geometric base is paired with the Channing buffet to create an intimate setting ideal for entertaining. In the living room, two life-size portraits of the Budgerigar, photographed by artist Leila Jeffreys exclusively for Jonathan Adler's collection, bring nature into this contemporary abode.

The theme continues in the master bedroom, where statement pieces include a Brussels Charcoal Woodhouse queen bed, and the second bedroom, which has been transformed into a chic nursery

fit with a menagerie of adorable novelties (elephant clock, kissing giraffe pillow, daschund bookends, among others).

9J, a one-bedroom, one-bathroom with wide plank oak flooring, has a contemporary yet rustic atmosphere with a blend of warm colors, artful decor and textures inspired by nature. Pop art and mod dishware are what Adler calls "happy" touches, as they enliven the open-island kitchen, drawing attention to its inherent details (cerused cabinetry and stainless steel fixtures). In the dining area, a table with brushed brass base and walnut top is paired with four Camille chairs, leading into the bright living area, where orange accents bring a "colorful sense of optimism," Adler said. Key pieces in this space include a Whitaker chair, geometric patterned rug and a white kidney-shaped table.

Splashes of green, including wallpaper, brighten the bedroom, where the Adler furnishings create a comfortable yet elegant getaway equipped with a king size bed and quiet reading corner. A group of Mod LOVE pillows, carefully arranged on the bed, complete the look.

ABOUT 225 RECTOR PLACE

225 Rector Place, which officially launched sales this summer, is comprised of 181 contemporary residences, including 12 exquisite penthouses coming on the market this fall.

Re-envisioned by internationally-acclaimed hospitality designer Clodagh, whose credits also include The Caledonia, Manhattan's first luxury condominium tower on the highly anticipated High Line, 225 Rector Place boasts a collection of well-appointed 576-square-foot studios to 1,522-square-foot three-bedroom residences. Residents enjoy an exceptional array of amenities, including year-round access to a spectacular 40-foot swimming pool, a state-of-the-art fitness center, yoga studio, children's playroom, and landscaped rooftop retreat. Located a stone's throw from the Financial District and Tribeca, residents of 225 Rector Place have the finest retail destinations and restaurants at their fingertips. Homes range from \$495,000 to approximately \$2.2 million.

For more information, please contact the sales office at 212-779-0225 or visit the website at www.rectorplace225.com.

ABOUT RELATED COMPANIES

Related Companies, formed 40 years ago, is the most prominent privately-owned real estate firm in the United States. The Company's existing portfolio of real estate assets, valued at over \$15 billion, is made up of best-in-class developments in premier high-barrier-to-entry markets across all asset classes. Related pioneered the concept of commissioning celebrated architects to design residential properties with Robert A.M. Stern and The Chatham, his firm's first luxury condominium. The company's residential projects - including such recent condominium developments as The Brompton, The Caledonia, The Harrison and Superior Ink and a celebrated collection of 20 rental properties throughout Manhattan including our most recent addition MiMA - stand as significant additions to the skyline of New York, and are also some of the most coveted, sought-after luxury addresses in Manhattan. Related's longstanding commitment to downtown is evidenced by its

development of such prestigious properties as Tribeca Tower, Tribeca Park and Tribeca Green. The company also owns Equinox® Fitness Clubs and a partnership interest in Danny Meyer's Union Square Hospitality Group, further enhancing the value of its properties.

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ABOUT JONATHAN ADLER

In 1993 iconic potter, designer, author, and personality Jonathan Adler, founded his namesake company. Initially focused on ceramics, Jonathan Adler soon expanded into home furnishings, opening the first boutique in Manhattan. There are now nineteen Jonathan Adler stores worldwide, a thriving e-commerce site, and a wholesale business boasting over 1,000 locations worldwide.

While remaining committed to ceramic design, the company has now grown far beyond the potter's wheel to become an internationally recognized design brand offering decorative objects, tabletop collections, bedding, bath accessories, gifts, candles, furniture, rugs, pillows, lighting, and most recently handbags.

In addition to designing furniture and product, the company has collaborated with many notable brands. In 2004, Jonathan Adler redesigned the iconic California hotel, The Parker Palm Springs. In 2009, Mattel called upon Jonathan Adler to design the interiors for the "real" Barbie™ Dream House in celebration of Barbie's 50th anniversary. The company designed Starbucks 2010 (RED)™ card and mug which directly benefits The Global Fund, and most recently Jonathan Adler was the selected artist for the LACOSTE 6th Annual Collectors series, debuting Holiday 2011.

Jonathan Adler is dedicated to bringing style, craft and joy to your home.

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