



JSC Builders' The Stanwix to offer Amazon Alexa-powered smart apartments

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Brooklyn, NY The Stanwix is one of the first apartment buildings in the borough to offer smart home technology in every apartment. Every tenant will receive a free Amazon Alexa when they sign their lease. Nooklyn, the real estate startup that makes finding apartments and roommates easy, will manage leasing at The Stanwix.

The tech-integrated building is a leap into the future of contemporary city living. Each unit will come fully equipped with a home automation system by Control4 and a complimentary Amazon Alexa. The wifi-enabled apartments will bring a host of new conveniences and assurances to residents.

Using a mobile device, voice command or touchscreen control panel, renters will be able to control access to their apartment, receive package notifications,, and engage with their built-in sound system. The Stanwix is also equipped with Building Link technology which allows them to reserve amenity spaces, pay rent online and submit maintenance requests.

“The branding behind The Stanwix is inspired by the Art Deco style. To complement the classy and high tech aspects of this building, we incorporated geometric lines and bronze color palette into the marketing materials and other collateral,” said Reyna Clarissa, Nooklyn’s New Developments Designer.

Joseph Friedman, COO at Nooklyn said, “Prospective tenants will see features that haven’t been offered before in Brooklyn, and our team is thrilled to be setting the bar.”

Residents of The Stanwix will also be able to remotely manage lighting and thermostat settings specific to each room. In addition to offering convenience and customization, product manufacturers estimate that these energy efficient systems may help customers save an average of 10-15% off heating and cooling bills.

The building is part of the larger Rheingold Brewery redevelopment project. Developed by JSC Builders and designed by Input Creative Studios, it will be home to 130 apartments ranging from studios to three bedrooms, thirty of which will be designated affordable housing.

Additional building amenities will include: residents’ lounge, coffee bar, game room, wifi equipped co-working space, private phone booths, two conference rooms, bike storage, package room, library with indoor fire pit, gym, yoga room, two screening rooms, private event space, private parking,

additional storage, laundry, rooftop lounge and garden, and a children's playroom. The building will have a mid-century modern, art deco-infused aesthetic with hardwood floors, integrated lighting and high ceilings.

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