



## **Madelon Group celebrates grand opening of Maison Jefferson**

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Brooklyn, NY Maison Jefferson, a new living concept that offers fully furnished spaces at accessible price points, celebrated its official grand opening. The adaptive reuse property, which launched leasing this month, comprises beautifully designed living spaces in Bed-Stuy.

“With Maison Jefferson, we celebrate the beginning of our mission to create beautiful, affordable, and replicable housing concepts where they are needed most,” said Alfonso Medina, co-founder and CEO at Madelon Group.

“Nowhere else in Brooklyn, or the surrounding New York City market, is it possible to live in an apartment community of this quality and design and at this price point. With the Maison brand, we’re making it possible for more people to enjoy the living experience, culture and energy of some of the world’s most beloved cities.”

Maison Jefferson is located at 568 Jefferson Ave., as part of the Madelon Group properties and was developed by Duke Properties and Oceanica Partners.

Designed to eliminate the typical financial and logistical obstacles associated with moving into a coveted urban locale, Maison Jefferson offers flexible- and long-term private living spaces that are move-in ready. With flexible leases, included utility costs, and fully equipped shared spaces, Maison communities provide a seamless move-in experience in the nation’s highest barrier-to-entry housing markets. The property offers private bathrooms and large shared amenities, including access to a full kitchen featuring furniture from brands such as Knoll and Hay, and a cellar lounge and work area that opens onto an airy, private backyard space.

The community’s flexible leasing options set the standard for accessibly priced urban living, with minimum three-month leases, and a monthly rent fee approximately 30% less than a studio apartment in the same neighborhood. Residents also have unlimited access to free high speed WiFi, on-site washer and dryer and household essentials.

“At Maison Jefferson, we’ve created a truly unique offering—a fully-furnished, thoughtfully designed and welcoming home that’s set within one of Brooklyn’s rising neighborhoods,” said Camille Faury-Donnet, creative director at Madelon Group and lead designer of the Maison brand.

“What stands out for me most about Maison Jefferson is its adaptability and dynamic design that will empower residents to move in and immediately make it their own.”

The living and shared spaces at Maison Jefferson are designed to make the resident feel instantly 'at home,' and feature a calm, neutral palette, set against energizing pops of color throughout, as well as ample natural light filtering in through large windows.

At Maison Jefferson residents can choose between two types of living spaces. The fully furnished Ensuite "Maisonette" features an ensuite bathroom, a wet bar and fridge, with a wardrobe, lounge area, and large desk. The Maison "Standard" unit is also fully furnished.

Designed to reflect a dynamic, fluid and moveable environment, the spaces at Maison Jefferson are easily tailored to the individual's evolving day-to-day. The blend of straightforward finishes, contrasting materials, and a carefully curated array of accessories—including industrial-inspired furniture pieces—further complement the attention to detail throughout the community, and contribute to the comfortable, approachable nature of the spaces at Maison Jefferson.

One of the most unique aspects of Maison Jefferson is the hand painted mural spanning the building's rear facade. Designed by internationally-renowned artist Eduardo Sarabia, the mural overlooks Maison's private back garden and features a sprawling green vine-like plant painted in vivid green and black — a distinct motif often observed in his work.

Sarabia, who was born in Los Angeles, CA, and resides in Guadalajara in Jalisco, Mexico, has been exhibited in numerous museums such as Tamayo Museum in Mexico City; Museo de Arte Contemporáneo Oaxaca, Mexico; the ASU Art Museum, Arizona; the Museum of Contemporary Art, Denver; and more. He has received two grants for the Durfee Grant Foundation and has been invited to be an artist in residence at Tokyo Wonder Site in Tokyo, Japan, where he completed a large public ceramic mural.

Outside of Maison Jefferson, residents have access to the culture, dining and architecture of Bed-Stuy. With one of the city's richest collections of Victorian architecture, historic brownstones, and mature trees, Bed-Stuy offers a visit to the past, while also remaining a stronghold of contemporary local culture. Restaurant and bar doors open as the sun sets, drawing patrons in for a variety of nighttime activities from cocktails at Dynaco, to Nashville-style fried chicken at Peaches Hot House, or Neapolitan pizza at Saraghina.

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