



Sylvania to showcase new line of products

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Fitted with energy-efficient lighting products in every room, three model residences at luxury boutique condominium conversion 211 East 51st Street were chosen - over every other new development in the city - by electronics giant Sylvania to serve as the backdrop for two press tours showcasing the company's most cutting-edge new merchandise, according to Henry Justin, principal of HJ Development, which is spearheading the residential development project.

According to Sylvania representatives, 211 East 51st St. was chosen for the sleek symmetry of its "Nouveau Deco" architecture, and the spacious grace of internationally-renowned designer Shamir Shaw's interiors.

"Our models serve as a tremendously effective backdrop for these products because the spaces are so adaptable," said Justin. "Unlike most new construction, the residences at 211 East 51st St. offer timeless comfort. Our interiors are made to embrace any resident's personal style."

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