

# REAL ESTATE WEEKLY

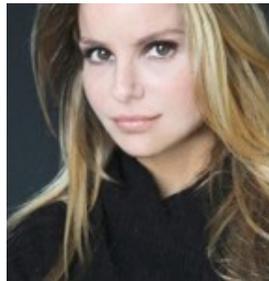
Brokers WeeklyNY

Thursday, June 20, 2013

## Bravo Babe Turns Out Stunning Centurion Models

New York stager **Cheryl Eisen** worked her magic on the two new model residences at The Centurion, the midtown condominium designed by Pei Partnership Architects in association with I.M. Pei.

**Eisen** and her company, Interior Marketing Group (IMG), modeled the units “to reflect a sophisticated, elegant design” with different textures and colors incorporated to create warmth and dimension



Known for her work and appearances on the Bravo TV network, **Eisen** honed in on the building’s international and domestic appeal, creating spaces that feel luxurious and welcoming and will resonate across a range of cultures.

“**IMG** was the perfect partner for this project,” said Thomas Guss, president of New York Residence Inc., the exclusive marketing agency of The Centurion. “Cheryl really understood The Centurion’s widespread appeal as well as its inherent elegance and exclusivity.

“She created spaces using original artwork and custom furniture that fuse these characteristics together. Additionally, the debut of the residences could not come at a better time – although typically a



slow season for most of the real estate industry, The Centurion actually sees an uptick in interest in the summer months due to the influx of international tourists in the city.”

**Eisen** and her team combined various elements that speak to an array of cultures and ultimately evoke feelings of familiarity.



In both apartments, Grasscloth accent walls were used, which not only help create texture, warmth and serenity, but are also a design feature hailing from Asian cultures.

In the dining area of residence 8A, a custom made banquette lines the wall and transports viewers to a tiny Parisian eatery. The white on white fabrics, brass tables and gold accessories used in both apartments’ living room often appear in Russian interiors. These small details paired with the original artwork and custom design yield chic spaces that resonate across a range of buyers.

“Having the opportunity to design two model homes in a Pei-designed building was an incredible experience,” said Eisen. “The building itself is a work of art and provided us with the perfect foundation to build upon. We knew we needed to create spaces that would be appreciated by a diverse array of people, and in keeping with the building’s natural elegance, tranquility and sophistication, we were able to do that.”

Located at 33 West 56th Street off Fifth Avenue, The

Centurion features 48 one- to four-bedroom residences and is currently over 80-percent sold. The 19-story condominium was constructed with Chamesson limestone imported from France. Building amenities include a private exercise facility, a 24-hour attended garage, a 24-hour doorman, resident superintendent and storage units for purchase.

New York Residence handles the marketing exclusively for the property.

