

Avenue Hosts Exclusive Launch Event

Photography by Jared Siskin, Christopher Ernst



Shai Shamir and Sarit Holzmam of Brack Capital Real Estate, the developers of 90 Morton with Shlomi Reuveni of Reuveni Real Estate, the exclusive sales and marketing firm on the development.



Sarit Holzmam of Brack Capital Real Estate, the developer of 90 Morton with Avenue's president, Randi Schatz.



Marc Turkel of Leroy Street Studio with Shlomi Reuveni of Reuveni Real Estate.

Over 300 guests attended Avenue's invitation-only launch event at 90 Morton, the West Village's first authentic industrial luxury condominium. Guests were also treated to the art opening of Danielle Gottesman's "Elevations" installation, curated by Lolita Cros.

Brack Capital Real Estate, the developer of 90 Morton, Reuveni Real Estate, the development's exclusive sales and marketing team, and Avenue magazine celebrated the launch of the highly anticipated 12-story boutique condominium conversion located in Manhattan's most sought-after neighborhood, the West Village.

The event was an exclusive, invitation-only gathering that was well attended by some of New York City's top brokers including Leonard Steinberg, president of Compass; Jacky Teplitzky of Douglas Elliman; Elizabeth Ann Stribling-Kivlan, president of Stribling; Beth Fisher, senior managing director of Corcoran Sunshine; Emily Beare of CORE, and Jodi Stasse, executive vice president of CitiHabitats, to name a few.

Throughout the evening, over 300 guests weaved their way through the sales gallery that also serves as an art space. The space served as the art opening location for Danielle Gottesman's exhibition "Elevations," curated by Lolita Cros. Elevations includes five unique sculptures that were inspired by 90 Morton's architectural plans.

Gottesman's beautiful crafted photography of the West Village and construction shots are also on display in the sales gallery and show the transformation of the development.

Guests, including Asaf Gottesman of GSArch, the concept architect, and Marc Turkel of Leroy Street Studio, the interior designer of 90 Morton, enjoyed the music in the background, sipping on the "Morton Mule" and light bites from Chef Eric Morales with Gaggenau, the German manufacturer of high-end home appliances.

For more information on 90 Morton visit the website at www.90mortonst.com.



Danielle Gottesman pictured with one of her eye-level sculptures.



President of Compass, Leonard Steinberg and Shlomi Reuveni, the founder and CEO of Reuveni Real Estate.



Shai Shamir and Sarit Holzmam of Brack Capital Real Estate, the developers of 90 Morton, pictured in front of the main entrance rendering of the development. A carport will be located on the side of the building as an added incentive for residents.



Jacky Teplitzky of Douglas Elliman and Shlomi Reuveni of Reuveni Real Estate.



Shlomi Reuveni of Reuveni Real Estate and Kirk Rundhaug of Douglas Elliman.



From left to right: Ginger Brokaw of Brown Harris Stevens, Shlomi Reuveni of Reuveni Real Estate, and Wendy Maitland of Brown Harris Stevens.



Bob Gross and Andrew Anderson of Douglas Elliman.



Artist Danielle Gottesman, who unveiled her commissioned sculptures inspired by 90 Morton, with her father Asaf Gottesman of GSArch, the concept architect of the development.



Lolita Cros, Curator of "Elevations" pictured with the art work.



The IF STUDIO/team, founded by Toshiaki Ide and Amy Frankel, serves as 90 Morton's creative and branding firm.



Leroy Street Studio is the interior designer for 90 Morton. The team: Kory Worl, Nate Oppenheim, Tammy Mata, Marc Turkel, Marcie Chlewicki, Eun Buettner, and Leslie Bailey.



Reuveni Real Estate: Mason McDavid, Cordelia Robb, Thomas Quinn, Shlomi Reuveni, Lauren Dub, and Jenna Rota.