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Tamir Group prepares for October opening

Preparations are being made for an October grand opening of the on-site sales office at ARIA, a new condominium development with 20 luxury laden units at 134-136 Powers Street in Williamsburg, announces Elliot J. Tamir, president of The Tamir Group, ARIA's developer.

The highly anticipated opening is being coordinated by exclusive sales and marketing firm The Developers Group, through its project manager Shana Bowes and tentatively scheduled for October 7. It will be located in one of the building's two-bedroom units, which is being furnished and staged for viewing and office use by Bowes and her sales team.

The unusual building has 20 units configured into 15 different layouts that include studios, one- and two-bedroom apartments and European-style flats. They range in size from 600- to 1,400 square feet and feature an eclectic mix of styles and amenities, such as a two-bedroom unit with an extended atrium-style glass wall or a one-bedroom unit with two enormous closets, piggybacked floor-to-ceiling – a boon for seasonal wardrobe storage. Three of the apartments on the east side of the building have expansive private gardens and the upper floor units on the west side of the building offer views of The Empire State Building.

The sales team is touting the diversity of the apartment mix and its anticipated appeal to a wide demographic of buyers, from first timers to families. It is counting on the desirability of the 17-foot high ceilings and 16-foot floor-to-ceiling windows in several of the apartments.

Said Tamir, "Shedding the typical 'cookie-cutter' design that defines so many new condominium developments, has created buzz and intrigue for this inimitable project. Not only are we marketing uniquely livable space, in a state-of-the-art secure environment, we have added a dramatic entry lobby to set the tone for the entire ARIA experience. When the sales office opens in four weeks, there will be a lot of impressed visitors."

Construction management and contracting firm Kiska Group, Ltd. is responsible for the swift progress of the project, anticipated to be completed by early 2007.

