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ARIA music to ears of art lovers

Rapidly rising at the intersection of Power Street and Manhattan Avenue, the new condominium, ARIA, will soon establish a distinctly modernist presence through unusual undulating angles, oversized glass windows and a dramatic entranceway in the shape of the letter "A" that segues into an exciting lobby designed by Andres Escobar with renowned art consulting firm, Novo Arts.

The unexpected effect will provide a unique, yet complementary, contrast to the Williamsburg neighborhood.

"ARIA's architecture is clearly different than that of the surrounding area, yet it works well contextually," says Elliot J. Tamir, developer of the

20-unit condominium property.

"We wanted a building that was the opposite of cookie cutter and offered something evocative and important. What we are achieving is livable art, starting with a dramatic lobby that invokes a gallery feel.

"Our goal for ARIA is to provide a memorable experience each time someone steps into the lobby."

The sales and marketing firm responsible for ARIA is The Developers Group, spearheaded by project manager Shana Bowes.

The sales office opens on-site in September 2006 and ARIA is scheduled completion in early 2007. ■