

WE HEARD

Breaking away from rubber chicken dinners

Art and real estate collided last month at an annual gala hosted by a non-profit group headed by Anita Durst, the daughter of industry mogul Douglas. The

gathering, which was put on by the organization dubbed chashama, was nothing if not eclectic. High-level real estate bigwigs mixed with performance artists, some scantily dressed, others donning ghost getups. And we would be remiss if we did not mention the human candelabra.

"The goal of the chashama gala is to be not your usual rubber chicken dinner," said Anita Durst, the founder and creative director of the organization, which partners with

property owners to secure donated or subsidized space for artists.

"We wanted it to be more experiential and to that end, we have over 40 performers including muffin head costumes, an aerialist, dance-oke, and hair art," she said. "The event is to celebrate the creative spirit and hopefully, for the businessman to loosen up!"

And loosen up they did. **By Ann Imperatore**



From left: Chashama's founder Anita Durst; David Sturner, principal of MHP Real Estate Services, Ereela Nornberg, Ronni Anderson and Eran Nornberg of Atum Equity; Mark Griffith and Gordon Golub of Urban Compass get down with the evening's performing ghosts; the "Shrine of the Church of Girl," an installation of living candles, was a highlight of the evening.

Delos, beyond the Vitamin-C showers

Wellness guru Deepak Chopra and actor Leonardo DiCaprio will soon be neighbors, thanks to the promise of streamlined design, engineering and décor aimed at helping residents live a healthy, mindful life.

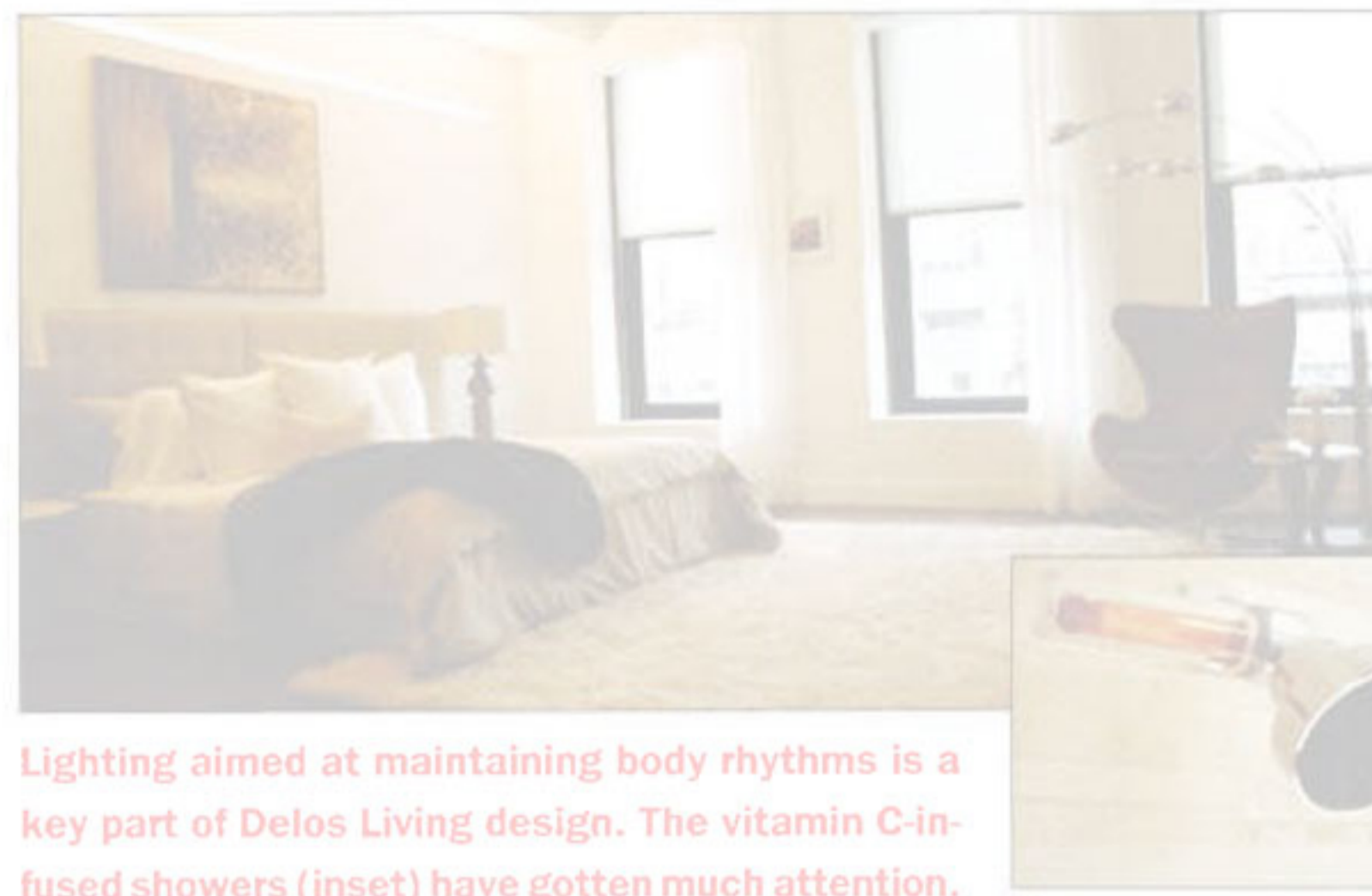
And it goes way beyond splashy amenities like vitamin C-infused showers.

That's the feature that's grabbed attention for the Delos Living building at 66 East 11th Street. But the East Village condo is incorporating more than 50 elements as it aims to offer a healthier place to live, taking the trend of "wellness"-focused amenities to a new level.

The building's penthouse was recently on show, and twin brothers Paul and Peter Scialla, the CEO and COO of Delos Living, respectively, said that the portfolio of amenities are rooted in serious research.

"This has been quite vetted with a lot of science and a lot of meat on the bone when it comes to what we chose to include and what we chose not to," said Peter Scialla.

While the building uses traditional ventilation and HVAC systems to purify the air, for example, it is also incorporates UV lighting to sterilize the space, and plants hand-



Lighting aimed at maintaining body rhythms is a key part of Delos Living design. The vitamin C-infused showers (inset) have gotten much attention.

picked for their ability to filter volatile organic compounds.

The apartments incorporate plentiful natural light, but the brothers said early in the development process they were fascinated by the amount of research into the effects on the body of artificial light's angle, temperature and hue.

"You want as much daylight as you possibly can, but this has gone further, in also looking at the artificial light as well," Paul Scialla said.

An automated lighting system and blackout shades are

meant to help tenants keep their inner clocks ticking regularly. Special lighting was also employed in a bid to ward off seasonal-affective disorder, a type of depression that occurs when seasons change.

Delos sought to strike balance with flooring, too. Cork underlays allow the flooring to flex slightly, but it is also engineered to provide lumbar support.

Kitchens are outfitted with a juicing station, herbarium and a steam oven that purports to retain antioxidants and vitamins during the cooking process. Delos and the Cleveland Clinic also provide online tools to help residents track their eating habits.

And not all the life-coaching amenities are virtual. Donna Karan's Urban Zen will facilitate fitness instruction and Delos will host an "altruistic concierge," who will plan seminars and classes and provide advice on philanthropy.

For what it's worth, the Green Building Certification Institute, the organization that awards LEED credentials, has bought in. It agreed in April to evaluate buildings for wellness based on Delos's benchmarks — the kind that can make a homeowner feel good inside and out. **By Tom DiChristopher**

'Frozen' phenom debuts at family-friendly open houses



Makayla Haber, the two-year-old inspiration for Warburg broker Jason Haber's "Frozen"-themed open house, with the event's "Queen Elsa," played by actress Lauren Bonner

New York open houses often feature the same routine: potential buyers grab a print-out, quickly peek at the rooms, and then dash for the door before the kids get too bored or hungry. Now, brokers across the city are aiming to break that pattern by embellishing viewings with

themes, balloons and sweet snacks.

Warburg's Jason Haber last month took the concept to a new level, when he had the idea for a special "Frozen"-themed open house for a three-bedroom, three-bathroom Soho duplex with a backyard.

The idea originated at his own home one night, when he found his 2-year-old daughter, Makayla, singing "Let It Go," from the Disney movie, which is now the highest-grossing animated film of all time.

Warburg's Leslie Hutchings, who has the listing at 255 Hudson Street with Haber, had organized previous special open houses with him, but this was the first one geared toward families.

It took about two weeks to plan: An actress was hired (through online errand and job service Task Rabbit) to play Queen Elsa, and a cutout of Olaf the snowman stood in the hallway to point the way. The brokers sprinkled fake snow in the garden and served star-shaped cookies with pink sprinkles on "Frozen"-themed plates.

Eight staffers from Warburg were present at the 90-minute open house, but turnout was lower than expected, with about seven interested parties checking out the property.

In May, Douglas Elliman brokers Melanie Lazenby and Dina Lewis hosted a children's party at the penthouse at the Whitman on Madison Square Park. Coinciding with the Madison Square Park's Kid's Fest, which was the same day, the brokers turned the penthouse into a rooftop carnival. The 6,500-square-foot unit is on the market for \$23.5 million.

And in Park Slope, Town Residential broker Eric Sidman said a special open house featuring a balloon artist and an ice cream truck recently helped sell two \$2.395 million four-bedroom, three-bathroom units.

"This was the first time we decided to do this," Sidman said.

Whether it's an ice cream truck or an actress playing Elsa, brokers are doing what they can to stand out. Across the city there are hundreds of open houses on any given Sunday, Sidman said, "but mine is the one people will remember."

By Claire Moses