



October 28, 2010

ADVENTURES IN MARKETING

The latest sign that the market is back: developers are spending millions on **staging their model units**. Poster child #1 is Manhattan House, the sometimes-troubled UES condo conversion that just opened a new set of model units from high-profile interior designers. Apparently things like glazed black lacquer walls and vintage textiles work, because 12 of the model units have sold since 2009, and 40 percent of Manhattan House is now in contract. [WSJ]

