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PRESS RELEASE

FOR IMMEDIATE RELEASE

**The Hello Living Futuristic Experience:**  
*Innovation, Interaction, and Collaboration of Creative Minds*

**Brooklyn, NY** – March 16, 2009 – Innovative developer, Eli Karp of Supreme Builders, partners with world-renowned artist, Edin Velez, to showcase fascinating video art in techno-chic condo lofts. The Opening Reception will be on Thursday, April 2nd, from 7:00 p.m. to 10:00 p.m. at **The Sydney**, one of the **Hello Living** buildings, located at 957 Pacific Street in Prospect Heights, Brooklyn. Check in for the event will be at **The Madison**, located at 925 Pacific Street. Guests are invited to watch Velez at work and become art subjects in a special video featuring couples kissing.

The critically acclaimed artist, Velez, is one of the pioneers of video art with works in the permanent collection of the MoMA, Stedelijk Museum in Amsterdam, Hara Museum in Japan, amongst others. According to broker Grace Rahme of Triumph Property Group, “Edin needed additional temporary studio space to present his work to museum curators, gallery directors, and art collectors, and Eli needed to find potential buyers who could appreciate the space, so it was a win-win situation.” Karp seized the opportunity to have the award-winning works of Velez featured at **Hello Living** as they were once exhibited at the Louvre, Lincoln Center, Whitney Biennial, and 2008 Olympic Games in China.

Velez was equally impressed with Karp’s innovative **Hello Living** community, which will be comprised of nine, distinct, boutique buildings with neo-concierge touch screens and shared amenities such as a billiard’s lounge, screening room, business center, children’s playroom, pool, and fitness center. Velez immediately fell in love with the 1565 square foot duplex at **The Sydney** because of its industrial loft-like features. Velez comments, “The top half of the duplex is the perfect backdrop for my art and the lower half of the duplex provides me with the quiet I need to create my art as well as beautiful, natural light.” Karp adds, “The building is designed to keep sound out with six inches of solid concrete between the floors and walls of each unit, making it perfect for musicians too.”

Karp’s innovation doesn’t stop with his buildings. Sensitive to the economic climate, Karp was one of the first developers to offer rent-to-own options and seller financing at **Hello Living**. His most recent endeavor is to build a more affordable line of condos without sacrificing quality, which he has succeeded in doing with **ISHI**, where one-bedroom duplexes start in the low \$300,000s. Karp is able to pass on savings to buyers by trading costly traditional marketing for social and network marketing.

Please email [gng@triumphproperty.com](mailto:gng@triumphproperty.com) to RSVP for the Opening Reception. Indulge your senses in the Hello Living Experience: *smell* and *taste* the tantalizing food and wine, *hear* the entertaining sounds of resident musicians, *touch* the smart home controls during the demonstration by DreamHome, and *see* the available condos and intriguing art with a guided tour. Guests who add **Hello Living** to their FaceBook, MySpace, or Twitter accounts at the event will automatically be entered in a raffle to win an I-Pod Touch.

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