

Friday, July 11, 2014

## Community-driven gala event signifies launch of The Art House

### New rental building in Jersey City's Powerhouse Arts District

The Shuster Group launched the leasing program for its new Art House luxury rental building in downtown Jersey City this week with a Grand Opening Gala that both supported the local arts community and showcased the developer's commitment to creating a vibrant living experience that inspires social interaction.

Jersey City Mayor Steven Fulop, principals from The Shuster Group and local artists kicked off the event with a ribbon-cutting ceremony celebrating the official opening of The Art House, a collection of 119 luxury rental residences and desirable indoor and outdoor amenities – including a rooftop pool and sun deck offering views of the Manhattan skyline. Located in Jersey City's historic Powerhouse Arts District, The Art House embraces the unique fabric of the City while providing a fresh, modern and intimate living environment.

Initial occupancy is scheduled for September 1, 2014.

The red carpet event, which attracted hundreds of guests from both sides of the river, was hosted in The Art House's offsite leasing center and art gallery, a 3,800-square-foot space located at 109 Christopher Columbus Drive that features polished concrete floors, soaring ceiling heights and industrial-inspired interior design. Following the ribbon cutting, attendees enjoyed assorted cocktails and passed hors d'oeuvres while viewing an art exhibition displaying the works of celebrated local artists.

"This is an exciting day for us as we officially introduce The Art House to the Jersey City community," said Eyal Shuster, owner of The Shuster Group. "One of our core philosophies is designing and developing properties that precisely fit their locale. We believe we've done just that with The Art House, which

offers a stylish new boutique, 12-story building located in the Powerhouse Arts District."

Mayor Fulop praised The Shuster Group for its commitment to Jersey City and welcomed the developer's new luxury rental building to the City's growing residential landscape.

"Jersey City is going through one of the great revitalization stories in the entire country, and if you think about what this City was two decades ago, there wasn't much down here," said Mayor Fulop. "Over time and through investment and partnerships, that has really changed. We're doing it smartly and were doing it with partners like Eyal Shuster. Eyal is invested in the community. His family is here, he lives here, he believes in the community and he's invested his time, resources and his intellectual and financial capital in Jersey City. The turnout that you have here tonight really speaks



Hotel-like amenities at The Art House include a rooftop pool and sundeck offering views of the Manhattan skyline, a lounge, state-of-the-art fitness center, yoga room, kids' room, party room and a bike storage room.



THE SHUSTER GROUP

Located on First Street in the Powerhouse Arts District of Jersey City, The Art House was designed to blend modern design with upscale appointments. Monthly rents range from \$2,045 for a studio to \$4,995 for three-bedroom residences.

to the appreciation that we all have for what he does here.”

Emphasizing his commitment to the community, Shuster also used the Grand Opening event to announce details of The Art Project, a collaboration of The Shuster Group, the Jersey City Economic Development Corporation and the City of Jersey City to promote local artists by displaying their creations in the Leasing Office/Art Gallery and selling the works of art to help inspire underserved youths through advanced visual arts courses. Seventy percent of all sales proceeds will go directly to the artists, with 30 percent donated to the Jersey City Economic Development Corporation to help fund visual art classes. The rotating art exhibitions will eventually be displayed throughout The Art House.

“We believe in taking an active role in the communities in which we develop, live and raise our families in,” Shuster said. “Jersey City is deeply rooted in the arts, and The Art Project will allow artists to showcase their extraordinary talents, and these classes will inspire a new generation of creative minds.”

The Art Project and the Grand Opening event also reflect The Shuster Group’s pledge to challenge the standard living experience with an energy-infused environment that will inspire resident

social interaction.

Located at 148 First Street, The Art House was designed by Fogarty Finger Architects and LWDNR & Associates to blend modern design with upscale condo-level finishes and appointments and a suite of amenities and services. A welcoming entrance leads to a contemporary lobby with a 24-hour doorman to greet residents and guests.

A collection of well-appointed residences has been designed for The Art House to meet a variety of needs, with studios priced from \$2,045, one-bedrooms from \$2,300 and two-bedroom-plus-office/three-bedroom residences from \$4,995 a month. Penthouses are also available. Stylish finishes include 5-inch-wide wood plank floors, kitchens with Italian-made cabinets by Pedini; baths with porcelain tiles and Hansgrohe fixtures, and Bosch washers and dryers in every residence.

The Art House is located within the Powerhouse Arts District which provides access to an eclectic mix of coffee houses, bars and restaurants. The Art House is 10 minutes from downtown Manhattan via PATH trains and ferries.

For more information, call [201-332-2449](tel:201-332-2449) or visit [www.TheArtHouseJC.com](http://www.TheArtHouseJC.com). The building’s leasing office is located at 109 Christopher Columbus Drive.