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Greenpoint Lofts' Commercial Condo Concept Takes Off

Unique Opening Also Features Collaboration With Local Retailers

Compiled by Linda Collins
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GREENPOINT — More than 250 people — business owners, realtors, developers, deal-makers and neighborhood residents — attended a rather unique grand opening of Greenpoint Lofts in Greenpoint last week.

The sunset gala, held on the newly-completed rooftop, not only featured entertainment by Latin jazz ensemble AfroMantra, and goodies to eat and drink, it brought together more than a dozen local businesses whose products and services were featured in a collaborative event.

As guests enjoyed the great views from the roof, the "unique" elements were taking place on the lower floors, according to Ralph Trionfo, president of Upside Ventures, the Manhattan-based firm that is marketing the \$22 million project.

"Local business were invited to participate in the event, and two spaces were exquisitely furnished for the evening by Greenpoint Furniture,

a local business owned and operated by John Galeano for the past 20 years, and Residence Furniture, based in Williamsburg," he said. "One space featured six original canvases by contemporary artist Guy Stanley Philoche."

Among the other participating businesses were The Beehive Salon of Williamsburg, which provided facials for guests, and Zoe's Salon & Spa of Greenpoint, which provided massages.

Thought to be Brooklyn's first commercial condominium development, and certainly its most recent, the building at 231 Norman Ave. is a project of the Vision Group, with design by Michael Kriegh of MBK Architects.

"It's an innovative new development designed to bring much needed office space to one of the hottest new up-and-coming neighborhoods in Brooklyn," said Trionfo, who added that the event helped close several new deals in the building.

"It is gratifying to see the commercial condominium concept take off,"

said Louis Puopolo, director of sales and marketing. "We're offering an exciting alternative to business owners who seek office space, which is amazing since we're so close to Manhattan where commercial rents are skyrocketing. People are getting it — it's catching on."

The circa-1913 building formerly housed a self storage warehouse and is the tallest commercial building north of Williamsburg. It is actually two interconnecting buildings of five floors offering lofts with open floor plans and high ceilings. Most have full city views and several have private terraces.

"If you're a small business or someone who does any type of work that requires flexible space which is the essence of a loft, and you want to be in Brooklyn or close to Manhattan, there's no place else for you to go where you can own your space," Trionfo said. "This is a truly unique opportunity that's filling a very specific niche in the market."

Trionfo estimates completion and move-in for September.



ABOVE: More than 250 people attended the rooftop grand opening celebration for Greenpoint Lofts, hosted by Upside Ventures. **RIGHT:** Pictured from left are Amir Yerushalmi, president of Vision Group, the developer; Ralph Trionfo, president of Upside Ventures; and Louis Puopolo, director of sales and marketing for Upside Ventures.

Images courtesy of Upside Ventures

