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Upside Ventures to host rooftop gala for Greenpoint Lofts

BROOKLYN, NY A rooftop celebration will kick off the official opening of Brooklyn's first commercial



Ralph Trionfo

condominium, Greenpoint Lofts on July 26.

Hosted by Upside Ventures, exclusive sales and marketing agent for the 68 units representing \$22 million, the reception at 231 Norman Avenue will take place from 6:30 to 9:30 p.m. It will be an opportunity for guests to preview loft work spaces. With features such as 12 to 16 ft. ceilings, a fitness center, bamboo wood flooring, high-speed fiber optics, patios, landscaped roof and a 25-year tax abatement, Greenpoint Lofts is Brooklyn's premier entrée into the desirable market of commercial condominiums.

Ralph Trionfo, president of Upside Ventures, said the event will have a strong business focus on the synergy between the entrepreneurial spirit and ownership of one's workspace. A sales team will be on hand to provide tours and answer questions about the units, as well as to discuss financing options.

"As an entrepreneur myself, I understand the value of controlling your business environment," Trionfo said. "There's no better investment for your company than to own your own space."