

# **BROKERS WEEKLY**

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## **NEW DEVELOPMENT**

●SOHO PROPERTIES

### **Stribling tapped for 45 Park**

Developer Soho Properties announced that Stribling Marketing Associates will serve as the exclusive marketing and sales agents for its new luxury condominium tower, 45 Park Place.

The announcement was made by Sharif El-Gamal, the chairman and CEO of Soho Properties. The Stribling team, led by Stribling chairman and founder Elizabeth Stribling, will include Mary Ellen Cashman, Sean Murphy Turner and Steven Rutter, director of Stribling Marketing Associates. The team will oversee all sales and marketing for the development.



Elizabeth Stribling and Sharif El-Gamal

"We are extremely proud to be appointed the exclusive sales and marketing agents for 45 Park Place, which is certain to become an iconic, coveted residential address. This meticulously designed tower will have quite an impact in a neighborhood that is emerging as a destination for both international and local buyers," said Stribling

The 665 ft. tower, 45 Park Place, will be designed by architect Michel Abboud of SOMA Architects, with Ismael Leyva Architects.

The tower will be neighbor to a museum and public green space designed by Jean Nouvel.

Construction is expected to begin in 2015, with delivery of the tower in 2017. Tishman Construction will serve as construction manager.