

# **BROKERS WEEKLY**

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<http://www.rew-online.com/2014/02/11/photo-gallery-33-e-74th-opening-reception/?pid=2543>

## **PHOTO GALLERY: 33 E. 74th opening reception**



*Laura Scott, Frances Katzen, Stephen Kotler, Toni Haber*

33 East 74th Street recently opened the doors of its new sales gallery at 980 Madison Avenue to top Douglas Elliman officials and brokers for a sneak preview of the luxury condominium project, comprised of 10 residences designed by Beyer Blinder Belle with interiors by Champalimaud.

The evening cocktail event was hosted by Douglas Elliman Chairman Howard Lorber, Douglas Elliman CEO Dottie Herman and Douglas Elliman Development Marketing President Susan de França. Douglas Elliman Development Marketing is the project's exclusive sales and marketing agent.

Located next to the landmark Whitney Museum, 33 East 74th Street will consist of 3-5 bedroom residences from nearly 4,000 square feet to over 10,000 square feet. The project includes the restoration of the facades of a row of historic brownstones — with completely new construction that enables 10' ceilings and large column-free spaces — along with the renovation of the Atterbury Mansion. 33 East 74th Street is developed by Daniel E. Straus. Pricing begins from approximately \$15 million.