

April 2007

PULSE

To launch condominium sales at
The Exchange at 25 Broad Street, Kent



M. Swig, the president of **Swig Equities LLC**, recently hosted an art gallery-type opening event in the property's grand 19th century marble lobby.

With its ornate 18-foot coffered ceilings and terrazzo floors with plastered walls and sweeping staircases, the grand lobby instantly evokes the elegance of Downtown Manhattan's Golden Age. The grand opening was curated by Liz Swig, director of design for Swig Equities LLC. Swig partnered with Matthew David Events, a full-service event design and production firm, to host the event.

The hallway of the lobby featured color-changing kinetic lights that slowly changed from amber to purple to lime green throughout the evening, foreshadowing the future of the entrance. In place of stationary renderings, video of the property was projected onto a large, custom screen.

The property's **346 residential units** are currently being remastered by Swig Equities. Blending modern design and technology with traditional craftsmanship and rich materials, the result is elegance with catered services and amenities to meet the exacting needs of today's homeowners.

For further information about the development, go to www.25broad.com.