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Winter 2007

HOTTEST PROJECTS

SWIG EQUITIES LAUNCHES THE EXCHANGE AT 25 BROAD STREET

TO LAUNCH CONDOMINIUM SALES AT The Exchange at 25 Broad Street, Kent M. Swig, President of Swig Equities LLC, 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 pilastered 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, in conjunction with Matthew David Events.

"It was exciting to play with the grandeur and elegance of the building, along with the newness of lighting and video," explained Liz Swig. "The opening basically mirrors the concept of 25 Broad Street, a successful merger of the new and the old." The property's 346 residential units are in the process of being remastered by Swig Equities into the finest condominium apartments available Downtown, blending modern design and technology with traditional craftsmanship and the richest materials. Occupancy is scheduled for May 2007.



Top brokers from leading brokerage firms such as Brown Harris Stevens, Halstead Property, Prudential Douglas Elliman and Corcoran attended the event.

Located in the heart of Downtown Manhattan's Financial District across the street from the New York Stock Exchange, the 21-story, 565,000 square foot Italian Renaissance Revival building was designed by architects Clinton & Russell and completed in 1902. Then known as The Broad Exchange Building, it was the largest and most valuable office building in America. Instantly recognized as one of the most desirable addresses for Wall Street's brokers and bankers, 25 Broad Street served as headquarters for Paine, Webber and Company for nearly 70 years. Later, in 1997, the property was named The Exchange at 25 Broad and converted

from commercial use to a residential property with 346 one-, two- and three-bedroom rental units. It was placed on the Federal National Register of Landmarks in March 1998 and designated a landmark by the New York City Landmarks Commission in June 2000.

For the discerning professionals and families of Downtown, 25 Broad Street offers an unrivaled packaged of amenities, including a supremely equipped health club and day spa; private residents' lounge and dining room with full catering kitchen; private screening room; on-site laundry/valet; tea room; viewing garden; children's playroom and business resource center. 25 Broad Street includes approximately 21,400 square feet of retail and commercial space, along with approximately 6,800



square feet of office space.

Swig Equities, LLC is a real estate development, investment and management firm based in New York City with offices in San Francisco. Swig Equities has purchased and/or is in the process of developing in excess of \$3 billion of properties, which includes the purchase and renovations of office buildings including 110 William Street, 90 Broad Street, 80 Broad Street, 48 Wall Street, 44 Wall Street, 5 Hanover Square, and 770 Lexington Avenue. In addition, Swig Equities residential projects include Sheffield57, a 600 residential condominium unit building, 201 West 92nd Street, a 134 unit residential building; and the purchase of 112 residential units within Gracie Townhouse, located at 401 East 89th Street; among others. ■