



Immediate release

DAS Architects Releases Design Plans for The Residences at The Curtis, Luxury Living in the Heart of Washington Square

PHILADELPHIA – April 14, 2015 Today DAS Architects, Inc. released its plans for the development of luxury apartment homes in the historic Curtis Center building (now known as The Curtis) at Sixth and Walnut Streets. The plans for the Residences at The Curtis call for the conversion of approximately 90,000 square feet of office space on the 2nd through 11th floors of the building into 57 well-appointed apartment homes. Rooftop penthouse units will also feature terraces overlooking Independence Hall Park. Construction is scheduled to commence the summer of 2015. The Curtis is jointly owned by Keystone Property Group and Mack-Cali, and the residential portion, when complete, will be managed by Mack-Cali’s multi-family subsidiary, Roseland.

The new Residences will play a key role in Keystone Property Group’s, Mack-Cali’s, and Roseland’s vision for the 12-story, 880,000-square-foot building as a “central hub” for Washington Square, featuring a mix of retail, office and entertainment space. Future residents of the Residences at The Curtis will enjoy a full-service concierge lifestyle.

“You just can’t recreate the elegance and charm of an historic building like The Curtis,” says David Schultz, co-founder of DAS Architects. “The opportunity to combine much of the building’s original detail with more modern features will enable us to create a truly unique living experience for today’s discriminating city-dweller.”

DAS anticipates that the level of finish and larger unique floor plans of many of the units will distinguish the Residences at The Curtis at the heart of a small but growing inventory of luxury lifestyle options attracting a sophisticated audience.

Floor plans in the Residences will range from studio apartments to 2,000-square-foot, two-story units with three bedrooms, three baths and terraces. Schultz speculates that the larger options will appeal to suburban homeowners looking to relocate to the city without necessarily downsizing their living space.

In addition to the generously-sized living units, residents will enjoy exclusive access to the 9,000-square-foot amenity space on the 11th floor, including a first-class fitness facility, yoga studio, virtual golf, private screening room, catering kitchen, large lounge and meeting space, all overlooking The Curtis’s atrium.



“We don’t simply design buildings. We create experiences,” DAS Architects co-founder Susan Davidson explains. “For the Residences at The Curtis, truly spectacular amenity space factors hugely into that equation.”

Other features of the Residences will include a design style best characterized as modern classic, including a blend of historical architectural details with unique design elements. Some of the building’s original historic features include soaring windows, mahogany paneled walls and decorative trim, and plaster ceiling medallions. Modern elements will include newly designed staircases within the two-story duplex units and new, luxurious spa-like bathrooms.

The personality of each unit will reflect the space’s original purpose. East-facing apartments, once home to the executive offices of the Curtis Publishing Company, will feature the original interior’s more opulent details, while south-facing units will reflect the high ceilings and large expanses of windows in spaces that once housed large printing presses where the *Ladies’ Home Journal* and *The Saturday Evening Post* were printed.

Residents will arrive in the grand 6th Street lobby and pass by the *Dream Garden*, the elaborate 50-foot long, Tiffany glass mural based on the painting by Maxfield Parrish.

The Residences at The Curtis is only one of DAS Architects’ contributions to Philadelphia’s burgeoning apartment scene. Most recently, the firm’s highly acclaimed project The Granary Apartment building garnered the title of Property of the Year at the 2014 Best In Apartment Living Awards, presented by the Pennsylvania Apartment Association.

About DAS Architects, Inc.

Founded in 1990 and based in Philadelphia, DAS Architects is a nationally recognized architecture and interior design firm that has designed hundreds of signature hospitality, retail and residential projects. DAS incorporates hospitality-driven concepts – creating the ultimate guest experience – and applies them to retail, corporate and residential projects. Recent projects include The Granary Apartments in Philadelphia, Reeds at Shelter Haven in Stone Harbor, NJ, and 41 North Resort in Rhode Island, among others.

For more information: www.DASarchitects.com.

About Roseland

Roseland is a premier, full-service real estate development and management company that creates locally inspired, lifestyle-oriented residential communities and destination neighborhoods in the most desirable settings throughout the Northeast. The Company is a recognized leader in multi-family innovation, carefully



integrating each development with its surrounding cultural context to enhance the beauty, economic vitality, and energy of its environment. From thoughtfully designed residences to distinctive amenity offerings, Roseland has earned a reputation for providing residents with the most visionary communities that empower them to re-imagine the way they live.

The Company is the master developer for several nationally recognized mixed-use destinations, including Port Imperial, a \$3 billion, 200-acre, mixed-use community on the Hudson River Waterfront facing Midtown Manhattan; The Highlands at Morristown Station, NJ TRANSIT's first Transit Village project which, along with Roseland's 40 Park/Epstein's redevelopment, have spearheaded the revitalization of downtown Morristown; and Portside at East Pier in East Boston, where Roseland is redeveloping one-half mile of Boston Harbor into a premier luxury mixed-use community.

A subsidiary of Mack-Cali Realty Corporation (NYSE: CLI), Roseland benefits from Mack-Cali's financial strength and stability, along with its unsurpassed expertise in the commercial office sector.

Additional information on Roseland is available on the Company's website at www.roselandproperty.com.

About Keystone Property Group

Keystone Property Group develops and invests in commercial properties, creating inspired work and retail spaces that encourage collaboration and cultural vibrancy. With offices located in Conshohocken, Pa.; Miami, Fla.; and New York, NY, Keystone operates in well-located urban and suburban locations to build, revitalize, and unlock potential in office buildings designed to meet the evolving demands of the modern workplace.

The company, which also manages a set of real estate investment funds, has been recognized by Inc. 500 magazine, the Entrepreneurs' Forum and the Wharton Small Business Center, and several of its projects have earned "Best Real Estate Awards" from the Philadelphia Business Journal and BOMA (Chicago).

For more information, please visit www.keystonepropertygroup.com.

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Note to editors: Renderings are attached separately

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