

# BROKERS WEEKLY

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<http://www.rew-online.com/2014/02/11/new-development-710-riverside-the-lara-philip-house-the-view/>

## Cheshire Group - All fun and play at Philip House



Philip House

Philip House, a condo conversion in Carnegie Hill, has unveiled its new Citibabes branded children's playroom.

The recently opened space in the 71-unit development ased in Soho, is run by Citibabes child-friendly, full-service lifestyle and member club.

Infants to 10-year old residents will have access to activities focusing on "educational fun," birthday party options, as well as customized classes for residents, including handprint making, crafts.

Complimentary offerings will include holiday-themed parties and resident get-togethers. The space is outfitted with child-friendly and educator-approved elements, including a chalkboard wall, reading corner, dramatic play, art lab infant area, and construction corner.

"We are thrilled to offer our services to the residents at Philip House," said Kim Proal, vice president of operations at Citibabes.

"We are very selective in which buildings we partner with and felt Philip House fit our overall brand. We look forward to be able to bring hours of fun to the residents."

Since starting closings this past September, Philip House has welcomed 20 new homeowners to the building. Currently over 70% sold, the building expects to unveil new inventory, including its penthouses, later this year.

Susan Hewitt, a partner at Cheshire Group, developer of Philip House, said the company continues to look for partnerships that meet the needs of residents, while providing a fun space without having to leave home.