

MODERN LUXURY

PHILADELPHIA STYLE

Living in
LUXURY

AN EXCLUSIVE
LOOK INSIDE
THE STUNNING
ARTHAUS
CONDOMINIUMS



LETTER FROM THE PUBLISHER

With developer Carl
Dranoff at his new luxury
residence, Arthaus



REVELED REAL ESTATE

According to the Center City District and Central Philadelphia Development Corporation, the Greater Center City area has been the fastest-growing residential section of Philadelphia for the past two decades. From 2000 to 2020 alone, the population increased by 38%—equating to over 200,000 residents. Of course, during the pandemic, many of us flocked to the suburbs, craving connection to the outdoors and a more natural environment, but now, the community is coming back faster than ever. In fact, residential sales in the city rebounded by 52% in 2021 after a slight decline of 9% in 2020 due to the pandemic. Our city is awake again, and it definitely shows—especially through our well-preserved economy despite on-the-rise interest rates. Our home is truly resilient, and I've always admired it for being so. People are buying large homes again. They're coming back to the city. They're looking at vacation homes down the shore. Even rentals are on fire! And in spite of having a lack of inventory per se, there's some amazing off-listing luxury deals behind the scenes—you just need to find the right broker to show you where (expect more details on this in the May issue of the magazine).

For this issue of *Philadelphia Style*, I am so excited to present our local cover, which features the stunning Arthaus by Dranoff Properties. I've been watching my dear friend Carl build the luxury residence since the official announcement in 2019. It's been amazing to watch the process. You can read even more about what makes the 47-floor masterpiece so special inside, where we've highlighted every ounce of detail, from the cool greenhouse to the serene indoor pool. It's certainly a sight to be seen.

I can't wait until you find out why.

A handwritten signature in black ink, appearing to read "John M. Colabelli".

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LETTER FROM THE EDITOR

Spring is here, and that means outdoor entertaining. Within this issue, we catch up with local florists on tips and tricks for crafting the best floral tablescapes and arrangements. I'm fawning over this colorful creation, right, by Hannah Spivak of Brkfst in March.



ABODE AND BEYOND

Many of you don't know this about me, but while I'm not writing stories or getting to know the wonderful people and businesses that you learn about within the pages of *Philadelphia Style*, I'm helping my fiancé buy, and flip, homes. It's a process, for sure, but one that I've come to love. We bought our first flip toward the end of 2019, broke it down to the bones and renovated it completely. Previous to this, I had absolutely no idea how much hard work went into the construction of even the simplest rancher. When the pandemic hit, we decided to move in, transforming it from our first flip into our first home. We've been living there ever since, but by the time you read this letter, we will have likely moved into our new and more permanent residence. With this being said, I've now seen two sides of the real estate market: pre-pandemic, when it was more of a buyer's market, and post-pandemic, which identifies as a seller's market. It's so interesting how quickly the climate can change in the industry. Within the pages of this issue, you'll read more about the real estate market in our feature, "The Home Front," where we've rounded up the most expensive neighborhoods, listings and more to feast your eyes on. Diving even more into all things home, you'll

find two interior design projects that we're swooning over—it's no secret that we're all looking to make our surroundings even more beautiful. Of course, we are so excited to have the stunning Arthaus by Dranoff Properties on the cover. Look inside to find even more on the luxury residence—not only does it offer some of the most stunning views in the area, but it also features a dreamy indoor pool and a greenhouse. Having watched the project since it broke ground, I am so excited to see it come to life.

Happy reading,

A handwritten signature in black ink that reads "Antonia DePace".

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FROM LEFT, PHOTOS BY: CASEY ROBINSON; HAIR BY LOTUS HAIR AND SKIN STUDIO, MAKEUP BY JKO BEAUTY; CASEY ROBINSON

LIVING IN LUXURY

DRANOFF
PROPERTIES'
NEWEST PROJECT
IS DRIPPING IN
OPULENT DETAILS.

*By Antonia DePace
Photographed by Juan Vidal
Photography*

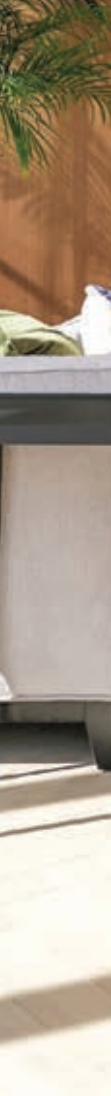




An open floor plan glistens with natural sunlight from floor-to-ceiling windows. Outside, a large balcony awaits with a glass window wall—making it so homeowners can enjoy the space on the windiest of days. Opposite page: Developer Carl Dranoff admires the lobby mural.

The city may have only heard about new luxury residence Arthaus (arthausphila.com) in 2019, but for Carl Dranoff of Dranoff Properties (dranoffproperties.com), the residence has been an inevitable destination since he first started his journey to revolutionize the Avenue of the Arts. “In 2001, the Kimmel Center had just opened up and the city had put a new infrastructure in on the Avenue of the Arts. Everything was fresh and gleaming and it became the cultural and performing arts center in Philadelphia, much like Lincoln Center is to New York City,” Dranoff explains. But there was a catch—no one was living there, and the developer seized the opportunity. With a goal for the neighborhood to become similar to that of Michigan Avenue in Chicago, Dranoff has become the visionary behind three of the most prominent residences in the neighborhood (Symphony House, 777 South Broad Street and Southstar Lofts)—and now, he’s tallied on one more with the completion of the 47-story tower. Since its announcement, locals have been watching with anticipation as the Bauhaus-inspired edifice has been built. Described as a “bundled box” design, the architectural concept of the residence is the brainchild of Eugene Kohn, founder of the

renowned New York City-based architecture firm Kohn Pedersen Fox Associates. “We selected them because of their trophy skyscrapers throughout the world, but also, it turned out Eugene grew up in Philadelphia within blocks of the site. He knew exactly what he wanted to do,” Dranoff says. “He gave me an architectural masterpiece, and his thinking was a very slim, elegant tower that would complement the Kimmel Center’s glass arch. It would serve as a beacon to the Avenue of the Arts.” And it’s become just that. From the outside, the glistening white tower catches the eye of any passerby—beckoning them to take a peek inside. For those who are lucky enough to reside within, the statement continues into the lobby, where 125,000 mosaic tiles come together to create a replica of “Water Lilies” by French impressionist painter Claude Monet. The mural, which was inspired by Dranoff’s own travels to the painter’s residence three years ago, is designed by Italian muralist Sisis and is meant to relax residents and guests as they enter from the busy city streets. From there, the adventure only continues. The building shimmers with 36,000 square feet of amenity space on the sixth and seventh floors. Year-round, take a dip inside the



The club room, located on the sixth floor, beckons with a plush couch. For the musically inclined, a baby grand piano is also in the space. Opposite page: A coveted breakfast nook sits against decorative wall paneling in one of the condos.







75-foot swimming pool and adjoining hot tub—the chic interiors are bound to make you feel like you’re on vacation. Just outside on the same level, a sundeck and lawn offer skyline views and endless opportunities for private sunrise yoga sessions and workout classes. One level above, an outdoor dog run makes taking care of posh pets a breeze (afterward, residents can head to the dog spa to pamper their furry friends). “This slim tower enabled us to have amenities that are unequalled, never to be surpassed in the city,” Dranoff adds, also highlighting two large grill stations, a fitness center and a rooftop glass-enclosed greenhouse (the first of its kind in North America). Additional amenities include gardening beds, sauna and steam rooms, a catering kitchen, cafe, board room, club room and—the developer’s favorite—the library. “Very few buildings have a library, but we have one that was curated with many hundreds of wonderful books,” he says.

“It’s such a peaceful repose.” Filled with amber-lit built-ins and plush furniture, the room is the perfect spot to curl up with a book. The residences themselves evoke nothing less thanks to deluxe details like Poggenpohl kitchen cabinets, marble countertops, spacious entry foyers, abundant closet space, high ceilings and big floor-to-ceiling windows that flood the interiors with natural light. The kitchens are also outfitted with Sub-Zero and Wolf appliances, which are complemented by large islands great for entertaining. Follow the wide-plank oak flooring to the private 8-foot-deep terrace, which features a wind-blocking wall so homeowners can enjoy the additional amenity year-round. Best of all, each residence is a corner unit, which provides sweeping views thanks to corner balconies. “It’s really uplifting,” Dranoff concludes. “When you walk in the door of the residence, you feel that light, you feel the open space. It feels like a sanctuary.” And a sanctuary it is. ◦

A cafe and model kitchen give residents a change of scenery. Photos of famous greenhouses around the world hang above the banquette. Opposite page, read a book or catch up on work in the residence’s intelligent library; the stunning indoor pool surrounded by lush greenery awaits. A sundeck and lawn exist to the right.

THE
HOME
FRONT

IT'S A SELLER'S MARKET OUT THERE AND WE HAVE ALL THE DEETS ON PHILADELPHIA'S MOST LUXURIOUS LISTINGS.

BY THE EDITORS



NEXT BIG THING

Forty-seven floors tall, this glass tower designed by Eugene Kohn of Kohn Pedersen Fox Associates and Dranoff Properties is finally making its debut. Constructed with views in mind, Arthaus (arthausphila.com) features some of the best views in the city from its corner condos — each of which sprawl between 1,600 and 5,460 square feet. Inside the condos, homeowners can enjoy relaxing in the large primary bath soaking tub, cooking up a delectable meal thanks to Sub-Zero and Wolf appliances, or curling up with a book in the living room — all while surrounded by panoramic views of the city and beyond. Plus, thanks to wind screens, each private terrace can be enjoyed year-round. For more amenities, residents can look to the sixth and seventh floors of the building, which feature coveted conveniences like a private hair salon, sundeck, grilling stations, greenhouse and more.

PICTURE-PERFECT PENTHOUSES

Living luxe is better than ever thanks to brand-new penthouses popping up all over town.



Live above the clouds in the Avenue of the Arts' newest luxury residence by Dranoff Properties, where a trio of penthouses await. Starting at \$7.6 million, each unit features marble baths with radiant heated floors, gas fireplaces and not one, but two, expansive corner balconies complete with wind screens. For a little extra luxury, penthouse three has all of this, plus a huge terrace, 96-inch gas fireplace clad in Calacatta Michelangelo marble and second floor.



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