

## **Art Elevates the Toll Brothers City Living Experience**

With the opening of every new Toll Brothers community comes a host of decisions both large and small: carefully designing floor plans, selecting paint colors, finishes—the list goes on. In Toll Brothers City Living properties, this meticulous planning also includes the selection of thoughtfully curated art pieces for the building's lobby and other common areas. Ultimately, the goal is to create a striking first impression and cultivate a space that feels sophisticated yet welcoming to residents and their guests.

### **Every Property Has a Story**

For the past several years, Toll Brothers has worked with art consultant Emily Santangelo to source and install one-of-a-kind pieces in Toll Brothers City Living properties. The process begins very early in the timeline, sometimes even before breaking ground on the construction site. The team considers the intention behind the building: who the architect will be, their distinct style, and what sort of aesthetic will be apparent in the property's interior and exterior. From there, interior design choices and the neighborhood's character play a part. "Ultimately, the careful attention that the Toll Brothers City Living team puts into these decisions is the secret sauce that leads to their overall success," Santangelo shared.

One recent example, 121 East 22<sup>nd</sup> Street in New York City, was designed by renowned contemporary architect Rem Koolhaas. The building's mirrored exterior forms an L shape, with the two sides connected by interlocking triangular features. Such a striking design demanded an edgy, unexpected choice of art. Santangelo and the Toll Brothers team worked with artist Graham Caldwell, commissioning a hanging mirrored sculpture that complements the building's architecture and futuristic aesthetic.

### **A Welcome With a Wow Factor**

In a very real sense, every Toll Brothers City Living resident's entrance is at street level, since the lobby welcomes them home even before they arrive at their own front door. "Residents take ownership of the art in this entry space: the pieces become a part of their homes, as much so as the amenities and the condominiums themselves," Santangelo remarked.

At 91 Leonard Street in Manhattan, the Toll Brothers City Living team took advantage of the building's private open-air garden, working with a landscape architect and artist John Clement to create an abstract sculpture that rises out of a shallow infinity pool. The installation's effect varies daily: at times, mist rises from the water, offering a zen ambiance. When the weather is sunny and clear, the pool is especially reflective. In the lobby, a 10-foot abstract painting by Cuban American artist Emilio Perez lends texture and interest to a backdrop of exposed brick.

### **Constant Innovation**

To get the tone of each building just right, the Toll Brothers City Living team lays the groundwork by doing extensive demographic research. Each neighborhood speaks to a different set of buyers, and the art must resonate likewise.

77 Charlton in Hudson Square, at the crossroads of iconic New York neighborhoods Tribeca, Soho, and the West Village, targets the rapidly expanding millennial buyer segment. In a first, the Toll Brothers City Living team commissioned a mural for the building's indoor pool area. The piece, "Pool Party" by Timothy Curtis, has a street art-inspired feel. "Curtis noted that his intention was to capture the energy of Philadelphia public pools. And the realized work certainly lends a sense of vibrancy to the space," Santangelo explained.

### **Looking Toward the Future**

While the Toll Brothers City Living team has already accomplished a great deal in curating artful lobbies that add an extra sense of luxury to high-end communities, there is always room to grow. Given the expanding demographic of younger buyers and past successes, Toll Brothers City Living has been increasingly open to unique, out-of-the-box ideas.

"Given the right environment and architecture, a mural on the exterior of a building, video installations, and even 3D experiences could be possibilities," Santangelo shared. In the artistic realm and beyond, the future is bright for Toll Brothers City Living.