

# BOSTON Herald

October 14, 2005

## BIG APPLE NORTH

Manhattan glitz in the heart of the Hub.

That, anyway, is Boston developer Curtis Kemeney's contrarian marketing pitch for his Newbury Street condo building in the Back Bay's shopping district.

As marketing goes, it

### DEALMAKERS Scott Van Voorhis

would seem a bit risky in a city full of people who love to play up their disdain for all things Big Apple.

That said, Kemeney's unusual sales pitch is working — and maybe exposing some of the phoniness of the supposedly red-hot, Boston/New York rivalry along the way.

After a few months on the market, Kemeney's Boston Residential has lined up buyers for nearly half of the 54 units at 360 Newbury St. Once known as the Tower

### 'N.Y.-style' hits Hub

Records building, and now the home of a Virgin Megastore, the upper floor of office space is being converted into luxury residences.

And it's serious money that is trading hands. Prices range from \$600,000-plus to more than \$2 million for units in the starkly modern, Frank O. Gehry designed building.

It's the work of a developer fast gaining the reputation for bold moves. Kemeney is also proposing a Manhattan-sized 60-story residential tower near South Station.

"I think that neighborhood is a little slice of Manhattan in Boston," Kemeney said of his Newbury Street endeavor.

The streetscape around 360 Newbury, perched at the corner of Massachu-

setts Avenue, is about as cosmopolitan as you will find in our beloved Boston.

Happening eateries like Sonsie and Clio are around the corner, along with a battery of fashionable shops. Heck, Richard Branson's Virgin Megastore is just downstairs.

In its play for the purse strings of the young and rich and hip, Kemeney's 360 Newbury features loft-style apartments decked out with panoramic views, 18-foot-high windows and an array of high-end finishes and appliances.

Yet for all the surrounding glitz, Kemeney's remake of the landmark Newbury Street building finds one if its most potent selling points in something unmistakably Boston — unobstructed views of the

city's skyline from all directions.

It's a selling point Kemeney is making the most of in a marketing campaign that plays off the double meaning of the project's 360 — as in 360 degrees — Newbury St. address.

There's a view for everyone, the project's well-heeled brokers are quick to point out.

So you're a shopper? How about a view of Newbury Street.

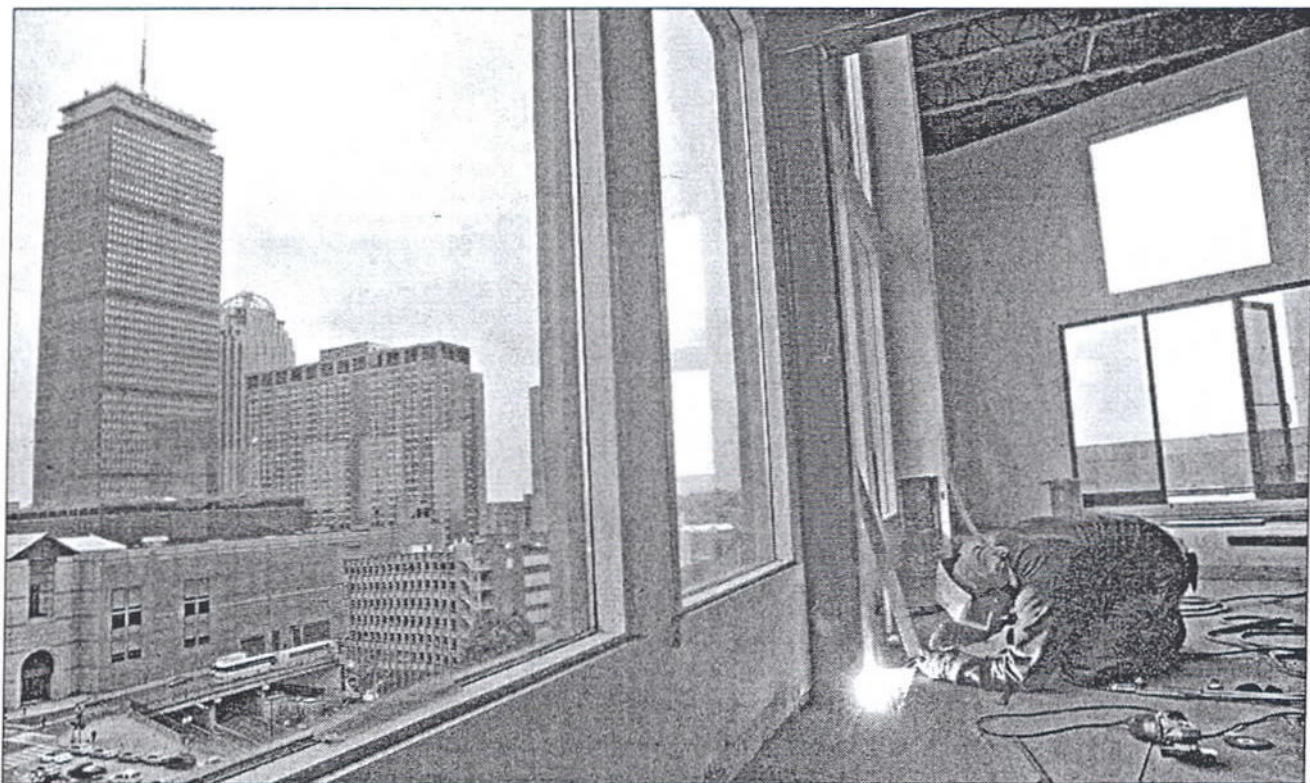
Baseball's your thing? There's a killer view of Fenway and the Citgo sign.

Whether it's the Pru or Hancock towers, the State House's Golden Dome or the Charles River and MIT, you can pick your favorite Boston view.

Or how about that classic Boston view — traffic at a standstill down below on the Massachusetts Turnpike.

"The whole package makes it unique," Kemeney said.





STAFF PHOTOS BY DAVID GOLDMAN

**VROOM WITH A VIEW:** The hum of Mass. Ave. and 360-degree vistas provide the ambience for a model apartment, top left, at the former office building, top right. Iron worker Marco Scretchen works on a beam, above.