

ON THE MARKET: CONDO LIFE

Construction under way at Giorgetti midrise in Upper Kirby area

By Valerie Sweeten
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The Upper Kirby area is soon to be home to Giorgetti Houston, the first totally branded real estate project for Giorgetti, the 120-year-old Italian furniture maker.

With construction officially under way after the groundbreaking ceremony on May 15, this boutique midrise will be located at 2701 Steel St. amongst mature oak trees.

This new real estate project is a collaboration between the Mirador Group, Sudhoff Companies and Georgia-based Stolz Partners.



Courtesy of Sudhoff Companies

The seven-story boutique midrise will feature 32 flats ranging from 2,700 square feet up to 6,800 square feet.

to tour the factory while experiencing the highest artisanship and woodworking tradition firsthand," Sudhoff said. "It

managing director of Giorgetti, said beauty is the first source of inspiration it makes to improving the quality of life where you live.

"With our partners, we share the same passion, vision, and love for the brand and lifestyle. The result is very special," said del Vecchio.

Giorgetti Houston is already 50 percent sold, with occupancy slated for winter 2019. Prices begin at \$1.4 million.

Jerry Hooker, principal of Mirador Group who is leading the design and planning of the building, said everything from the building's location to its fixtures and finishes create a unique, refined setting. Between the history, craftsmanship and art, the expected result is



Courtesy of Sudhoff Companies

Luxury amenities, including concierge service, will be evident throughout the residences.

The seven-story boutique midrise will feature 32 flats ranging from 2,700 to 6,800 square feet, with four penthouse options. Ceilings will range from 10 to 12 feet, with balconies offering from 500 to 2,000 square feet. Giorgetti will create a complete residential environment from the kitchen and outdoor cabinetry to paneling, lighting, carpets, closets, woodwork and furnishings.

The boutique condominium will feature outdoor kitchens, al fresco dining, pet-living amenities, a gym and concierge service.

Sudhoff Companies CEO Jacob Sudhoff said branded projects like this by other luxury icons such as Armani/Casa, Versace, Porsche, Baccarat and Bulgari have been created previously, but this endeavor marks Giorgetti's first totally luxury-branded real estate project.

"The building will be representative of the Giorgetti Italian lifestyle, a harmonious fusion of innovative design, architecture, form and function that truly distinguishes the pioneering brand. Each of the flats will be timeless works of art," Sudhoff said.

The appeal lies in the Giorgetti brand and what it stands for, Sudhoff said.

"Last summer, we hosted a group in Meda, Italy,

was an incredibly immersive experience. I know future residents are eager to replicate that



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immersion in Houston."

It was Giorgetti's unusual furniture shapes that served as a design impetus for the project, especially their Origami cabinet, which spurred the vision of the external facade of the building.

Giovanni del Vecchio,

a sophisticated environment and classic building for generations to come, Hooker said.

The Giorgetti Houston Sales Center is at 2992 Kirby Drive. For more information, visit giorgettihouston.com or call 713-600-5062.



Courtesy of Sudhoff Companies

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