

DESIGN

Brodsky deal is child's play

apple seeds, the all-in-one children's play space named Best Play Space 2008 by New York Magazine and Best Play Space 2007 by Time Out New York Kids, has announced its first external expansion.

apple seeds has joined with The Brodsky Organization in developing family-friendly amenities in two of the developers' buildings: One Columbus Place and the new luxury condop, Chelsea Enclave (177 Ninth Avenue).

apple seeds will design and construct a spacious on-site children's playroom in each building. The playrooms will contain many of the same children's museum-quality permanent exhibits found at apple seeds flagship location (10 West 25th Street), including their "construction city" with Lego tables and walls, "the neighborhood" with taxi and deli, "the park" with shape-sorter flower garden and infant-gear crawling area, plus

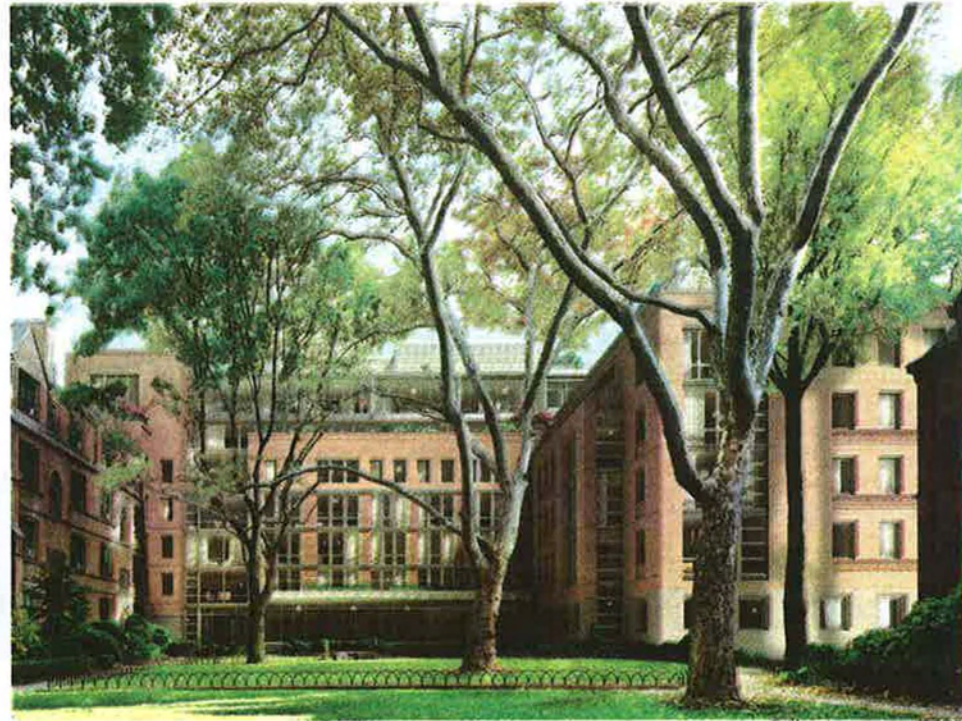
much more focusing on constructive play, imaginative play and large and fine motor skill development. The playrooms will also be maintained by apple seeds staff.

Finally, as part of this partnership, each new apartment purchaser at Chelsea Enclave will receive a complimentary two-year green apple membership to apple seeds.

"I have a 2-1/2 year old son, who loves to play at apple seeds," said J. Dean Amro of the Brodsky Organization. "It's a terrific play space for families, so we thought it would be great to bring apple seeds to our buildings at One Columbus Place and at Chelsea Enclave."

"We are thrilled to be partnering with the Brodsky Organization as we begin to extend the apple seeds brand," said Bobby Berna, Co-Founder of apple seeds.

"As we focus on bringing apple seeds to other neighborhoods in the city, it is exciting to be working with a developer as accomplished as the Brodsky Organization."



Chelsea Enclave is one of two developments to be fitted out by apple seeds.