

EVENT REPORT 05.10.10 1:03 PM

## Eco-Luxury Apartment Building Attracts Potential Tenants With Rooftop Party

While many new apartment complexes rely on print and online advertising to attract tenants, Vornado/Charles E. Smith opted instead to host an exclusive rooftop party on Wednesday at its new eco-luxury apartment residence, WestEnd25. The invite-only affair, produced by [Fingerprint DC](#), was designed to showcase the newly released 10th floor penthouse-level apartments and attract potential residents to the 283-unit building at 1255 25th St. NW.

“Hosting the opening celebration was a great way to tell the WestEnd25 story,” said Mara Olguin, vice president of marketing for Vornado/Charles E. Smith. “We created an experience that showcased WestEnd25’s energy, amenities, views, neighborhood, and the green philosophy of this project.”

The event attracted targeted prospective tenants, including lawyers, lobbyists, politicians, business executives, and current residents, all of whom had the opportunity to tour several (available) penthouse- and lower-level apartments throughout the evening.

V.I.P. guests were treated to an early reception and walkthrough beginning at 6:30 p.m. in one of the penthouse corner apartments, a light-filled two-bedroom, two-bathroom unit with views of Georgetown and Arlington. The intimate gathering featured passed hors d’oeuvres from celebrated local chef [Ris Lacoste](#), along with speeches from Mayor Adrian Fenty, Vornado/Charles E. Smith president Mitchell Schear, and the evening’s honorary guest host, Philippe Cousteau, a D.C. resident and one of the leading voices in sustainable living.

When the guests weren’t checking out the custom cabinetry in the kitchens or plotting out possible furniture arrangements in the available apartments, which range in price from \$2,260 to \$7,200, nearly all of them could be found taking in the 360-degree views from one of three separate rooftop areas. The Zenith Skypool featured the sounds of [DJ Dirty Hands](#) along with small bites from nearby restaurants [Bourbon Steak](#) and [Blue Duck Tavern](#) while The Loggia Terrace played host to [DJ Manifesto](#) and offered seating for guests. [Corcoran Caterers](#) provided passed hors d’oeuvres throughout both spaces and thirsty invitees could also choose from one of two bars offering beer, wine and two signature drinks, a pisco mojito and a mango pisco.

Those that remained for the evening were able to take in a picturesque sunset and then treated to an impressive light display created by [Pulse Lighting](#). Using rotating lights positioned around the rooftop, Pulse created a cascading light effect that left the building awash in a variety of pastel hues.

—T.J. Walter



