

LAWRENCE PROPERTIES UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • WINTER 2000

Everything is Beautiful at the Ballet in New York City

While the extraordinary form of human expression known as ballet had its genesis in Europe and made its first permanent home in America with the 1929 establishment of the Atlanta Ballet, it is no surprise that ballet has found its most welcoming and most permanent address here in New York City. Home of American Ballet Theatre, which many consider to be the world's pre-eminent ballet company; the School of American Ballet, the largest ballet academy in the Western hemisphere and today the official school of the New York City Ballet; and numerous smaller companies and ballet schools, New York's reputation as center of the arts for the world is embellished and enhanced by the richness of its ballet heritage.

Ballet in New York City

The New York City Ballet, one of the foremost dance companies in the world, is an organization unique in the artistic history of the United States. Solely responsible for training its own artists and creating its own works, the New York City Ballet was founded in 1949 by Lincoln Kirstein and George Balanchine as an American ballet where young native dancers could be schooled under the guidance of the world's greatest ballet masters to per-

form a new, modern repertoire.

Following World War II, Kirstein and Balanchine formed Ballet Society and presented their new company at New York's City Center for Music and Drama. Martin Baum, then chairman of City Center's Finance Committee, suggested that the ensemble be transformed into a New York City ballet. In 1948, Balanchine invited the 30-year-old Jerome Robbins to join the nascent company as Assistant Artistic Director, and the rest is history.

Renowned throughout the world, the New York City Ballet has made numerous international appearances, including two historic trips to the former Soviet Union. In recent years, the Company has enjoyed the ability to foster new choreography and to encourage and energize choreographers through its affiliation with the Diamond Project, and through its collaboration with the Lincoln Jazz Ensemble under the direction of Wynton Marsalis, has created a unique synthesis of modern music and movement.

Currently, the New York City Ballet has approximately 90 dancers, making it the largest dance organization in America, and an active repertoire of more than 150 works, principally choreographed by Balanchine, Robbins, and Ballet Master in Chief Peter Martins. The School of the American Ballet, official school of the New York City Ballet, is thriving in its spacious home in the Samuel B. and David Rose Building at Lincoln Center, with an enrollment of more than 350 aspiring dancers from nearly every state and around the world.

For information about The New York City Ballet's performance schedules and ticket availability, call (212) 870-5570, or access the website at www.nycballet.com.

LISA GORELLI:
SENIOR MANAGEMENT
EXECUTIVE CELEBRATING A
DECADE OF OUTSTANDING
MANAGEMENT PERFORMANCE

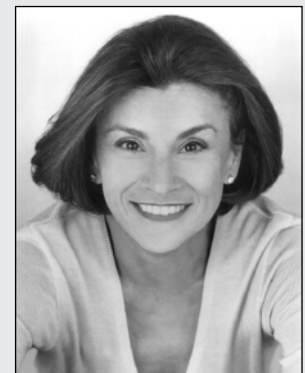


Photo: Bob Newey

LP Senior Management Executive Lisa Gorelli started her career in real estate 20 years ago, first selling lofts in Tribeca, and then working for a residential developer. She wasn't managing properties then, "but when the market got soggy, I started doing in-house management for the developer's properties, which were owner-managed," says Lisa. "That's how I got into this business."

Fast forward to today when, on the eve of her tenth anniversary with Lawrence Properties, Lisa is a Senior Management Executive and a force to be reckoned with in the field of residential management.

Impeccably dressed and very stylish, Lisa's image is fashionable wrapping for the powerful manager underneath. "Being a woman in this business can sometimes be a challenge," says Lisa, pointing to interactions with male building staff members and contractors who still don't realize that female managers can be as competent as their male counterparts. But it takes only a little while with Lisa for them to appreciate that they're dealing with a consummate professional, and unfailingly they are impressed with her skill for getting the job done.

Indeed, getting the job done is what Lisa does best. Take, for instance, the case of the 91-unit property from which the previous managing agent had embezzled \$60,000. When Lawrence Properties

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Ballet in New York City *(continued from page 1)*

American Ballet Theatre is widely acknowledged as one of the great dance companies in the world. Recognized as a living treasure, it has few if any rivals in size, scope, outreach, and is unparalleled for its array of its dancers, who embody the very finest in technique, artistry, and professionalism.

When American Ballet Theatre was launched in 1939, its aim was to develop a repertoire of the best ballets from the past, and to encourage the creation of new works by gifted young choreographers, wherever they might be found. The Company has more than fulfilled that mission, with a repertoire that includes all of the great full-length ballets of the 19th century, the finest works from the early part of this century, and acclaimed contemporary masterpieces, many of which are commissioned works by the great choreographic geniuses of the 20th century.

American Ballet Theatre has thrived under the Artistic Directorial leadership of such ballet greats as Mikhail Baryshnikov, Jane Hermann and Oliver Smith, and current Artistic Director, former Principal Dancer Kevin McKenzie. Today rehearsing at the Lawrence A. Wien Center for Dance and Theater, performing at New York's City Center, touring throughout the United States, and making international appearances often sponsored by the United States State Department, American Ballet Theatre remains committed to bringing the magic of dance to the great stages of the world.

For information about American Ballet Theatre's performance schedules and ticket availability, call CityTix at (212) 581-1212, or access the website at www.abt.org.

Dance Theatre of Harlem, located at 466 West 152nd Street in Manhattan, was founded in 1969 by Arthur Mitchell and Karel Shook as their personal commitment to the people of Harlem following the assassination of Dr. Martin Luther King, Jr. As expressed in its Mission Statement, the goal of Dance Theatre of Harlem is, "to provide to young people, especially those not fortunate enough to have regular access, the opportunity to study and excel in the performing arts"

Thirty years after its founding, Dance Theatre of Harlem today has grown into a world-renowned, multicultural Company.

Unique in its intriguing choices of repertoire and its celebration of the richness of African-American influences, it is an acclaimed major dance institution, encompassing a world-class neoclassical ballet company, a leading arts education center, and a national and international community outreach program.

The Company's *Dancing Through Barriers* program tours public schools and other centers to bring the wonder of dance to those who might otherwise never be able to attend a live performance. In addition, Dance Theatre of Harlem offers a weekend community program for young people interested in studying dance as an extracurricular activity; a pre-professional program for students between the ages of 7 and 17; and a professional training program designed for students who plan to pursue a professional



career in dance. The Company currently supports 36 dancers who perform a repertoire of more than 125 works.

For information about Dance Theatre of Harlem's performance schedules and ticket availability, call (212) 690-2800, or access the website at www.dancetheatreofharlem.com.

Ballet Hispanico, located at 167 West 89th Street in Manhattan, was founded in 1970 by Artistic Director Tina Ramirez after an international performing career, and is today recognized as the foremost dance interpreter of Hispanic culture in the United States. Not a traditional ballet company, Ballet Hispanico does not perform classical ballet en pointe, but rather produces and performs an innovative repertoire of specially commissioned modern works that fuse ballet, modern, and ethnic dance forms into a vibrant expression of contemporary Hispanic-American culture.

Home to an internationally acclaimed troupe of dancers, the Company has commissioned more than 60 new works from choreographers of international stature such as Alberto Alonso, Talley Beatty, Graciela Daniele, George Faison, Vicente Nebtara, Ann Reinking, and William Whitener, and has performed for nearly two million people on three continents. Ballet Hispanico also supports its own School of Dance, which provides combined professional training in ballet and Spanish and modern dance to students of all ages, a practice unique among the nation's dance training institutions.

For information about Ballet Hispanico, call (212) 362-6710 or access the website at www.balleshispanico.org.

Ballet Tech Company, (originally The Eliot Feld Ballet Company), located at 890 Broadway, was founded by dancer/choreographer Eliot Feld. With its roots in New York City's public schools, the Company brings a passionate experience to classical ballet.

Twenty years ago, Artistic Director Eliot Feld, a graduate of New York's High School of Performing Arts, created a program to identify New York City public school children who have a gift for dance. Today, his ballet school has expanded dramatically, with annual auditions averaging a total of 35,000 children. It is through these youthful dancers that audiences are privileged to watch the evolution of ballet as a career, witnessing their transformations as they mature from gifted youngsters into adult professionals with the Ballet Tech Professional Dance Company and perform the full repertoire that marks a true classical ballet company. Ballet Tech Company performs throughout the season at the Joyce Theater.

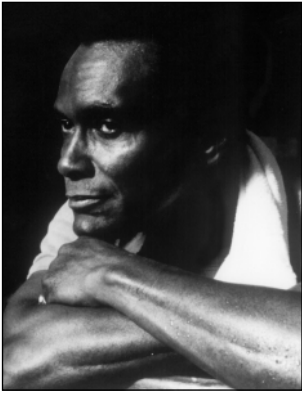
For information about Ballet Tech's performance schedules and ticket availability, call (212) 242-0800.

These five diverse, distinctive, and distinguished ballet companies — The New York City Ballet, American Ballet Theatre, Dance Theatre of Harlem, Ballet Hispanico, and Ballet Tech Company — all stand as testimony that ballet's 400 year history has truly enjoyed an exciting renaissance here in New York City, the Dance Capital of the World ... where everything is beautiful at the ballet.

SUCH INTERESTING PEOPLE

Such interesting people live in Lawrence Properties-managed buildings. We thought you might like to meet some of them, so each issue we introduce someone we think you'd like to know. This issue, meet:

Arthur Mitchell: Choreographer of a Dream Fulfilled



Renowned artistic director, educator, choreographer, and dancer, Arthur Mitchell, co-founder of Dance Theatre of Harlem, was born in New York City in 1934. He began his dance training at New York City's High School of Performing Arts, where he was the first male student to win the coveted Annual Dance Award.

Mitchell continued his classical training with a full scholarship at the School of American Ballet, and became the first African-American male to become a permanent member of a major ballet company when he joined the New York City Ballet in 1955.

During his 15 year career with the New York City Ballet, Mitchell rose quickly to the position of Principal Dancer, electrifying audiences with his performances in a broad spectrum of roles. His performing career includes nightclubs, Broadway, film, and television.

In 1966, Mitchell was asked to organize the American Negro Dance Company, representing the United States at the first World Festival of Negro Arts. In 1967, at the request of the United States International Association, he founded the National Ballet Company of Brazil in Rio de Janeiro.

In 1968, upon learning of the violent death of Dr. Martin Luther King, Jr., while listening to a radio report in a taxi cab, Mitchell made the decision to resign from New York City Ballet and turned his attention to providing children in Harlem with the kinds of opportunities he had been given. Starting with classes conducted in a remodeled garage and then, in 1969, with financial assistance from the Ford Foundation, Mitchell and his mentor and ballet instructor, Karel Shook, founded Dance Theatre of Harlem as a school of the allied arts and a professional dance company.

Among Arthur Mitchell's numerous awards are the National Medal of Arts; the Kennedy Center Honors; the Americans for the Arts Education Award; the John W. Gardner Leadership Award; the MacArthur Foundation 'Genius' Fellowship; the School of American Ballet Inc. Lifetime Achievement Award; and the Distinguished Service to the Arts Award from the American Academy of Arts and Letters, among many, many others. Mitchell has been granted honorary Doctorate degrees from such institutions as Columbia College, Harvard University, the Juilliard School, Princeton University, and the City University of New York, among others.

Arthur Mitchell. Such interesting people.

LISA GORELLI

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got the account and Lisa came on board, the property was in dire financial jeopardy with mounting piles of unpaid bills, a growing list of necessary structural work that had gone unchecked for too long, and a board so wary that they micromanaged even the smallest detail.

But then, along with the help of Lawrence Properties' Operations and Accounting Departments, Lisa took charge. Her first order of business was to work out payment schedules with vendors who were owed money and whose services were critical to the building. With LP's reputation of fairness and honesty on her side, Lisa managed to convince them to return to the building. Then turning her attention to money matters, Lisa and the board oversaw several creative financing strategies that further strengthened the building. Now, just a few short years after Lisa stepped into the picture, the building is structurally sound, it has gone from a deficit situation to almost \$1-million in reserves, and it's recognized as a desirable residence in which sales are consistently strong and resale values are high.

Ever a diligent manager, Lisa visits every one of her properties on a regular basis. In fact, the residents often jest that she knows their homes better than she knows her own. And when she's not on-site, Lisa is constantly thinking about her buildings. For example, when a recent hurricane struck, she was on the phone from her home at 6:00 in the morning contacting every one of her buildings to put up the first line of defense against flooding.

In the office, Lisa is a stickler about trying to return calls within 24 hours. It's a level of dedication equaled only by her personal philosophy. "Sometimes, you just have to be able to step back, look at a situation, and laugh a little," says Lisa. "Never lose your sense of humor." And, Lisa makes lists. Lots and lots of lists.

Lisa also insists on honesty and forthrightness at all times. "To manage effectively," she says, "you have to have an open, honest relationship with your boards and with your staff. My way is to be straightforward, to lay everything out. That's how to get things done the best way, the least expensive way, and in such a way that they don't have to be done again.

"LP is an honest firm with a lot of integrity, and I've always gotten a lot of support from my colleagues here," says Lisa, who talks affectionately of retired LP Senior Management Executive Vera Leonetti as a role model and mentor. "I'm very proud to work with Lawrence Properties."

Happy 10th Anniversary, Lisa. Keep up the great work!

Brokerage Report

Our Brokerage Department is pleased to report on the following activity. If you wish to rent, sublet, buy or sell, call 212-868-8320, ext. 224.

RECENT TRANSACTIONS

RENTALS

SOHO

160 Prince St. Studio \$1,636/mo
120 Thompson St. Studio \$1,638/mo

GREENWICH VILLAGE

25 Cornelia St. 1 Bed \$1,400/mo
25 Cornelia St. 2 Bed \$2,200/mo
89 Christopher St. Studio \$1,400/mo
45 Fifth Avenue 1 Bed \$1,700/mo

EAST VILLAGE

357 Bowery Loft \$2,500/mo

LOWER EAST SIDE

504 Grand St. 1 Bed \$1,400/mo
572 Grand St. 1 Bed \$1,400/mo

MIDTOWN EAST

301 East 45th St. Jr. 4 \$2,750/mo

UPPER WEST SIDE

2790 Broadway 1 Bed \$1,400/mo

UPPER EAST SIDE

1978 Second Avenue 1 Bed \$775/mo

SALES

GRAMERCY PARK

26 Gramercy Park So. Loft \$165,000

LOWER EAST SIDE

504 Grand St. 1 Bed \$150,000
504 Grand St. 2 Bed \$200,000

MURRAY HILL

236 East 28th St. 1 Bed \$83,000
215 East 24th St. 1 Bed \$160,000

415 East 37th St. 1 Bed \$242,000

MIDTOWN EAST

212 Easy 48th St. 1 Bed \$295,000
300 East 54th St. 1 Bed \$184,000

MIDTOWN WEST

430 West 34th St. Studio \$90,000

UPPER EAST SIDE

530 East 72nd St. Jr. 4 \$470,000

EXCLUSIVES & AVAILABILITIES

FOR RENT

SOHO

120 Thompson St. 1 Bed \$1,662/mo

CHELSEA

101 West 23rd St. Studio \$1,600/mo

MURRAY HILL

160 East 26th St. 1 Bed \$1,800/mo

MIDTOWN WEST

430 West 34th St. 1 Bed \$1,850/mo

UPPER EAST SIDE

401 East 74th St. Jr. 4 \$2,800/mo

UPPER WEST SIDE

2790 Broadway Studio \$1,150/mo
315 West 86th St. 1 Bed \$2,500/mo

FOR SALE

GREENWICH VILLAGE

39 East 12th St. Loft \$225,000

LOWER EAST SIDE

504 Grand St. 1 Bed \$175,000
504 Grand St. 2 Bed \$250,000

MURRAY HILL

160 East 26th St. 1 Bed \$135,000

UPPER EAST SIDE

401 East 74th St. Studio \$150,000
525 East 89th St. 1 Bed \$250,000

UPPER WEST SIDE

131 West 85th St. 1 Bed \$160,000
2790 Broadway 1 Bed \$135,000

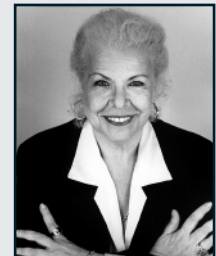


Photo: Bob Newey

LP Bids Farewell to an Industry Legend: Vera Leonetti Retires

Her name is really Elvera but everyone calls her Vera, and she is a legend in the field of residential real estate management in New York City. Tough, uncompromising, demanding more of herself than anyone else would dare demand, for 14 years LP Senior Management Executive Vera Leonetti defined the standard of management excellence to which other professionals in the field could only aspire.

And so it is with great regret and sadness that Lawrence Properties bids farewell to Vera Leonetti on the occasion of her retirement owing to medical reasons. We know you join us in wishing her well.

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