

# LAWRENCE PROPERTIES UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • SPRING 2007

## Redecorate? Yes. Expensive? No.

The term 'affordable decorating' may seem like an oxymoron. But it can be accomplished. Giving your apartment a face-lift doesn't have to break your bank. It requires being clever, not rich. Don't be intimidated! There are ways to do it for less. We'll point you in the right direction. You already have a pair of experts in your home—your TV and your computer.

### Turn on the tube

It's all-day, money-saving inspiration to help you sort out a style that's "you". HGTV visit [www.hgtv.com](http://www.hgtv.com) has a host of shows including "Design on a Dime," whose designers makeover a space with a budget of just \$1000. [http://www.hgtv.com/hgtv/shows\\_dod](http://www.hgtv.com/hgtv/shows_dod) "Double Take," shows viewers how to take extraordinary high-end designer rooms and recreate them for a fraction of the cost.

[http://www.hgtv.com/hgtv/shows\\_htake/](http://www.hgtv.com/hgtv/shows_htake/) "Decorating Cents" is for homeowners who are trying to stay within an even more affordable, \$500, budget. [http://www.hgtv.com/hgtv/shows\\_dct](http://www.hgtv.com/hgtv/shows_dct) These shows run 24/7. Check local listings for time.

### Design on-line

House Beautiful, the magazine that led the way in decorating self-confidence offers up its best



ideas from their website [www.housebeautiful.com/](http://www.housebeautiful.com/). Want tips, tricks or just help with everything from choosing colors to the best way to use your space? The problem solving **Decorator's Secrets** will help you avoid mistakes, give you do's and don'ts in one click. [www.decoratorsecrets.com/](http://www.decoratorsecrets.com/).

### Rearrange

Have no budget? When less has to be more, the best way to begin is with what you already have. Do it by the books--**Lauri Ward's**. This diva of the redo, her "Home Therapy" is a practical guide to makeovers with existing furniture and space. "Use What You Have Decorating" will teach you how take a new look at your old stuff. There's more on her website [www.redecorate.com/](http://www.redecorate.com/).

### Color it easy

Romantic rose. Energy orange. Serenity sage. Nothing communicates style, sets the mood better than color. The best shoe-string makeover solution is paint.

And the leading paint companies are making it simple with samples. Pittsburgh Paints recently introduced the **Voice of Color** decorating system, [www.voiceofcolor.com](http://www.voiceofcolor.com). Benjamin Moore also lets you test before you commit, [www.benjaminmoore-colorsamples.com](http://www.benjaminmoore-colorsamples.com). Both offer 2 oz. try-on sizes for \$4.99.

### The furniture frenzy

Everyone's competing for your redo

## ANTON CIRULLI Managing Director

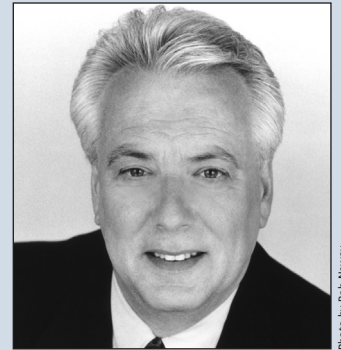


Photo by Bob Newery

Late last summer, Anton Cirulli took the helm as Managing Director of Lawrence Properties. But as is typical of him, he did not want any fanfare. No press. No printed notices. In his own words, "I just want to get down to work." But many months of hard work later has earned him recognition. We feel, those of us that have sat in meetings with him and been party to the effectiveness, sound judgment and humor of his style, we feel that he deserves to have more people know what we know. What a unique professional he is. So we are taking him public.

Anton's background spans almost three decades of finance and residential management experience. He joined Lawrence Properties in 1996 as Director of Operations, a responsibility he held for ten years before being promoted to this new position. He has an MBA in Accounting from New York University and an undergraduate degree in Political Science from Manhattan College.

"My career at Lawrence Properties started more than a decade ago," says Anton. "At that time the residential management business was in the middle of a very embarrassing and damaging scandal. I chose to work here because I was impressed by their reputation for integrity and service. They are known in the industry for being a well-established, well-respected, decent company. I wanted the

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# Ask Anton

Not a day goes by that Lawrence Properties doesn't respond to our residents with answers to real-life, day-to-day household questions. Anton Cirulli, our Managing Director, provides the answers.



Photo by Bob Henery

## Question:

My neighbor plays his stereo from the minute he comes home in the evening until the time he goes to bed—which could be as late as 2 A.M. Although its classical music, I find it annoying, particularly when I am trying to sleep. How can I get him to stop?

## Anton responds:

You are entitled to a quiet living space. Your first step should be to talk to your neighbor to see if you can amicably resolve the problem. Many times they are unaware that they are causing a disturbance. We often see this when a person has just moved into their apartment. When it is brought to their attention they are usually apologetic and stop. If you had this communication with no results, we advise the coop owners that live in the buildings we manage, to contact their Account Executive and formally report the disturbance. There may be other complaints against this person. An experienced Account Executive will know what to do. They will try for a friendly solution. Generally, it is achieved. But in rare instances, when all else fails, the terms of the coop's proprietary lease on noise can be invoked. For most coops such continuing irritation is grounds for eviction. The threat of this usually brings the noise to a halt.

Anton Cirulli is a veritable font of information when it comes to apartment living. We invite you to submit questions for the Ask Anton column by mailing them to him at **Lawrence Properties, 855 Avenue of the Americas, NY, NY 10001**; faxing to **(212) 279-2119**; or emailing to **acirulli@lawrenceprop.com**.

## Redecorate? Yes. Expensive? No. (continued from page 1)

dollars. This is good news. Furniture prices have come down. Leaders like Pottery Barn, Crate & Barrel, Pier One, Restoration Hardware, Ethan Allen offer good quality, good price, good looks and pull-it-all-together design support. To contact **Pottery Barn**, visit **www.potterybarn.com** or call any of their three New York City stores: Soho, 212-219-2420; 59th & Lexington, 917-369-0050; or 67th & Broadway, 212-579-8477. **Crate & Barrel**, **www.crateandbarrel.com**; 611 Broadway, (212) 780-0004; 650 Madison Ave., (212) 308-0011. **Pier One**: **www.pier1.com**; 1550 Third Ave., 212-987-1746; 71 Fifth Ave., 212-206-1911. **Restoration Hardware**, **www.restorationhardware.com**; 935 Broadway, (212) 260-9479. **Ethan Allen**, 103 West End Ave., 212-201-9840.

## Thrifty solutions

No article on frugal redecorating would be complete without including the thriftiest sources. There are ways to save bundles in New York. We have some of the classiest and cleanest thrift shops. And it's all in the name of charity. Housing Works tops the list for trendy recycled shopping but there are dozens more to wade through listed on **www.thensome.com/thrift.htm**. Our flea markets are legendary. City wide, go to **www.nyc.com** and search "flea markets in all neighborhoods". Or, scavenge the entire state with **www.fleamarketguide.com/ny.aspx**. Even our streets can be a fabulous, free resource. You'd be amazed what some folks put out. Hit neighborhoods the night before special recycling sanitation pickups to find these tossed treasures. Different parts of the city have different collection days. You can call **311** for specific locations.

## Material choices

The fabric of our lives—cheaper. Lower East Side landmark **Zarin Fabrics & Home Furnishings** is discount heaven with thousands of bolts and 3 stocked floors of designer remnants. 314 Grand St. between Orchard and Allen Sts. 212-925-6112 or **www.zarinfabrics.com/**. **Surefit Slipcovers** stretches your options with their 10-minute makeovers. Transforming sofas and chairs without the expense of reupholstering. They even have how-to videos right on their website. **www.surefit.com** or 1-800-305-5857.

## Artful plans

To dress those naked walls take a lesson from our city's impressive art schools. Each holds regular exhibits of works, by both instructors and students alike, that are for sale. Get their schedules. The historic 131 year old Art Students League has continuous exhibitions in their gallery at 215 West 57th Street. **www.theartstudentsleague.org** or 212-247-4510. The School of Visual Arts shows at the school as well as in the Chelsea art district, **www.sva.edu/**. The talented teens and teachers at LaGuardia Arts High School have a steady program of events, **www.laguardiahs.org** or 212-496-0700.

## Rent a decorator

You don't have to go it alone. There are pros that are so good you can hire them by the hour and get your monies worth. One such talent is **Candice Boyle**. Known by her WOR radio following and celebrity clientele as The Decorator for a Day, her 31 years of interior design allow her to arrive at beautiful solutions, fast. **1-800-443-1499** or **www.decoratorforadayny.com**. Another quick turnaround guru is **Gene Santorelli**. His creative insight and ability to use what you've got is well worth any hourly charge. Reach him at **212-586-0641** or, cell: **917-710-5944**. The amazing styling and organizing skills of **Barbara Block** and her **A Proper Place** will provide an entire makeover team to redo, in one day, using everything that exists. **www.aproperplace.com** or **212-755-1017**.

## Comfort zone

If you are reading this article and find yourself looking around your apartment with an eye for change, then you are getting into the spirit. Go for it. Even if it's just some new pillows for your sofa. It's exciting to start somewhere.



# 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:

## The art and grace of Penny Fuller



She knew at an early age what she wanted to be. For most of us, the doctor, fireman, policeman career decisions we make as children roll over and over into other venues before we earn our first paycheck. But by five, Penny Fuller knew exactly in what direction her life was headed. She had seen her great aunt's husband, Uncle Bill, perform in the original cast production of "Pajama Game." She was headed for Broadway.

Penny was born in Durham, North Carolina to parents who were both musical. "My family were always supportive of my desire. I think it's because they were secretly all frustrated artists themselves," she says. She tippy-toed into her acting studies at the very safe St. Mary's Junior College for Ladies. After two years it was clear that both her talent and courage were taking over. With her mother's encouragement she left home and became a drama student at Northwestern University. From there, she came straight to New York.

You know you know her. You do. Because from the moment she put her graceful foot on New York City soil, she has continued to act. This is extraordinary in a profession where the statistic is that 85% of the actors who belong to any of the actor's unions like Actor's Equity or The Screen Actor's Guild are out of work as actors.

Her credits abound. We could devote the entire two pages of this newsletter to her experience. Let's start with her stage work. She debuted her Broadway career in Neil Simon's "Barefoot in the Park." Sang and danced her way into "Cabaret." Did some Shakespeare. And, won rave reviews and her first Tony Award nomination for the manipulative

ingénue Eve Harrington opposite Lauren Bacall's Margot Channing in "Applause" the 1970 musical version of "All About Eve." She reprised that role in the CBS TV adaptation.

In 1980 Penny went west. "I went to Hollywood for two reasons," she explains. "Firstly, for my agents, I had been encouraged to expand my career opportunities. Secondly for me. I have always wanted to be a "British" actress. By that I mean they have so much more freedom and can move easily from stage to television to film. Taking all kinds of parts. That's the fun of being an actress. Always testing. So, I thought, I'd love to give these other mediums a try." Enormously successful, she worked and she worked and she worked. TV by day and theatre (yes, theatre in LA) at night. Los Angeles had a fledgling but healthy stage community of New York expatriates that were developing some impressive theatre projects. Penny was a very active participant.

Her television work is extensive. The most notable is her stunning performance as Mrs. Kendal in the TV version of Bernard Pomerance's play "The Elephant Man" which won her an Emmy Award. She did movies and mini-series: "Cat on a Hot Tin Roof," "The Two Mrs. Grenvilles," "Miss Rose White" are just a few. She played recurring roles on "China Beach," "Melrose Place" and "Mad About You" as Helen Hunt's mother. She guest starred in dozens of TV series: "The Edge of Night," "Love, American Style," "The Bob Newhart Show," "Trapper John, M.D.," "One Day at a Time," "The Love Boat," "L.A. Law," "Murder, She Wrote," "NYPD Blue," "ER," "Law & Order" and "Judging Amy." And there are more. Plus movies, "All the President's Men" and "The Beverly Hillbillies." In LA she also honed her craft as a cabaret singer.

A seasoned pro, Penny Fuller is a master class in how to keep working as an actor and how to keep the work fresh. She believes that of all the performing mediums nothing causes an emotional fusing between the performer and the viewer like live theatre. "The audience doesn't think we're aware of them when we (the actors) are on the stage. But we are. There's a bond between us when the play is great and we all believe in what is happening. There's an intimacy, a connection that's magical and doesn't exist when you're watching TV or a movie. We're alive and we can hear each other breathe."

After almost two decades on the coast, in 1997 Penny came back to New York. Persuaded to return by director Michael Bush who thought she'd be perfect in Jeffrey Hatcher's play "Three Viewings." Following that she was cast in the Manhattan Theatre Club's production of Richard Nelson's "New England" followed by William Finn's musical "A New Brain" at Lincoln Center. Following that, she went on to Broadway as co-star in "American Daughter."

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## Anton Cirulli (cont'd from page 1)

opportunity to bring my skills to a place where there's a real close knit environment and where ability matters."

Anton's abilities are extensive. His knowledge of the practical, financial, mechanical and structural aspects of a building makes him invaluable, especially when capital improvements are necessary. It is reassuring to know that if a building is facing expensive work, like roof, elevator or air conditioner replacements, that building will have someone who knows exactly how to proceed. Targeting the problem accurately, keeping costs prudent.

Anton personifies authority and leadership. He served as a Colonel in the United States Army on active duty for 4 years and with the reserves for 24.

This military experience has earned him the confidence from our clients that he can handle the running of a Manhattan residence, be it the day-to-day duties, or in moments of stress. And handle them well. You've only to look at his office, his desk to witness how organized and efficient he is. You've only to speak to his staff, building employees and the board members he works with to appreciate that he is a skilled leader. He is also extremely well liked.

Anton continues, "The best thing about working with Lawrence Properties is the support we all give to and get from each other. Because of that support, things rarely fall through the cracks. That's always been important to me and I know it's important to our clients."

Keeping a building healthy and secure structurally, financially and psychologically in today's environment is at the very center of a manager's job. "You must stay close to your charge. Be vigilant and practice preventive maintenance. Communicate. And be upfront. Even when you don't know something. Find out. As fast as you can! I can't stress enough that this is more than real estate. This is also very much a peoples business, it is home," Anton adds.

He relates an experience where after an apartment fire caused by a neighbor, Lawrence Properties helped an elderly gentleman, with no close family, find a temporary apartment to live in until his own was restored. "This action is not in a manager's job profile," but Anton says, "We could do it and it was the right thing to do."

Anton is steadfast to his duties. Human in his handling of people. Takes pride in being effective. He believes that preparedness, accountability and responsiveness are the core of this job. He is a man of character and the consummate pro.

## LAWRENCE PROPERTIES WELCOMES OUR NEW MANAGEMENT ASSIGNMENTS



### 45 West 10th Street

#### *The Peter Warren*

This Greenwich Village Landmark Cooperative has 94 units on 10 floors.



### 525-535, 539-541 Atlantic Avenue

#### *Eight Federal-style buildings in Brooklyn's historic district.*

Three stories with 22 residences and 8 stores.



### 59-61 Carmine Street

#### *Tribeca Pre-War Classic*

34 residences, 6 floors, 2 stores

### Such Interesting People *(cont'd from page 3)*

In 2001 she had a featured role and another Tony Award nomination in Neil Simon's "The Dinner Party." In the last several years she has polished and performed a night club act, launched exciting new plays like Tina Howe's "Rembrandt's Gift" and Kathleen Clark's "Southern Comforts" and for the past two summers has taught and performed at the Cabaret Conference at the O'Neill Foundation in Waterford, Connecticut.

And then, there are the nominations and awards and professional accolades. Innumerable. On both coasts. "Applause" and "The Dinner Party" won her Broadway's coveted Tony Award nominations. She received no less than six Emmy Award nominations for roles she played on tele-

vision, winning for "Elephant Man." A host of New York Drama Desk Award nominations. She won the prestigious Los Angeles Drama Circle Award for Harold Pinter's "Betrayal." Al Hirschfeld drew her four times. And, of course there is the prized caricature of her on the wall in the famous theatre restaurant, Sardi's.

Penny has the gracious manner of an ageless Southern beauty. She is insightful, witty and articulate with keen instincts and diverse talents. She has always been an empty canvas upon which a writer could invent a character and that she, with her chameleon skill, would bring it to life. She has sung in musicals, been riveting in dramas, made you laugh and she hopes...made

you think.

She will turn those expressive blue-grey eyes away at the merest mention of her successes. She is also too modest to congratulate herself on her prolific, unwavering, art-dedicated career. It is up to us to acknowledge and applaud her abundant accomplishments.

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