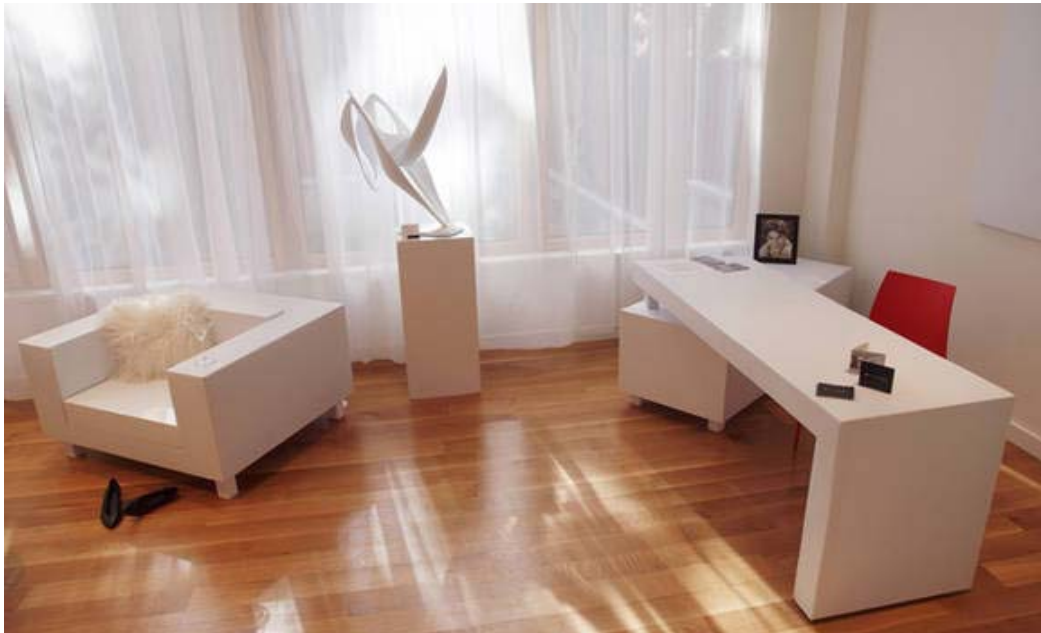


## \$14 Million Chelsea Townhouse Gets Decked Out With Fake Furniture



Don't be surprised if you go looking for a one-bedroom apartment and find it furnished -- with fake plastic furniture.

Tom Postilio, a CORE real estate agent and star of HGTV's "Selling New York," recently showcased a \$13.65 million townhouse filled with white modern polymer pieces, modeled after furniture from contemporary lines like Moletni and Ligne Roset.

"This is as significant a development to the real estate business as mannequins were to the garment industry," Postilio said of the pieces from inFormed Space, a company started by Douglas Pinter, an entrepreneur and real estate developer.

If Postilio and Pinter are right, the concept could change the way apartments are marketed. Pinter admits the idea of lightweight prop furniture is obvious – but says a patent is pending on his idea. He sees clear advantages for sellers: it's easy to move the ultra-lightweight prop furniture in and out of spaces and it minimizes the pitfall of turning off

potential buyers because of questionable décor choices.

"This helps you understand the space without confounding you with design," Pinter said. "This shows you scale and volume in a way that doesn't get in the way of your thinking."

The "cool and minimalist" design of Pinter's creations – many which are modeled after real pieces but aren't legally copyright infringements because they are faux – may turn off diehard fans of, say, Queen Anne furniture.

Cluttering up a space, however, can alter a potential buyers' perception. Whether they see it as a way to determine where their own couch will fit or if they see it as giving off a fake-television-at-Ikea vibe could determine inFormed Space's success.

Fellow CORE agent Paige Neuhauser was skeptical when she got the invite to look at the inFormed Space installation at Postilio's townhouse listing in Chelsea, but became a quick convert.

"Anything that can demonstrate how a space can be used for \$1,500 a month is fabulous," Neuhauser said, adding that not having to direct movers that a couch really WILL fit up a stairway will be a "godsend."

The cost of staging an apartment varies depending on size and the quality of furnishings used, but can easily be thousands of dollars a month – and require a multi-month commitment. Pinter plans to charge between \$1,000 and \$1,500 a month to furnish a space ranging from a studio to a two bedroom.

And moving them will be easy. The pieces are so lightweight (and crushable) that "do not sit" signs had to be set on top of the chairs and couches at the Chelsea event.

Don't believe that furniture made out of recyclable polymer can look classy? See for yourself at a future open house: Postilio has it in one of his current listings at 100 W 58th St.

