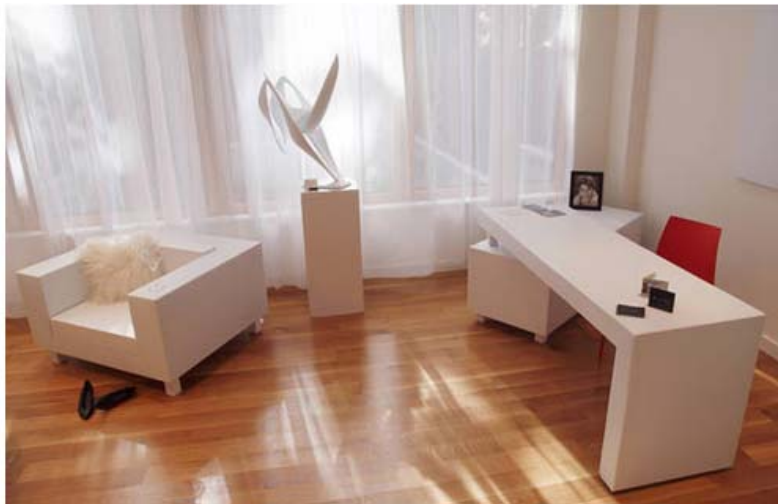


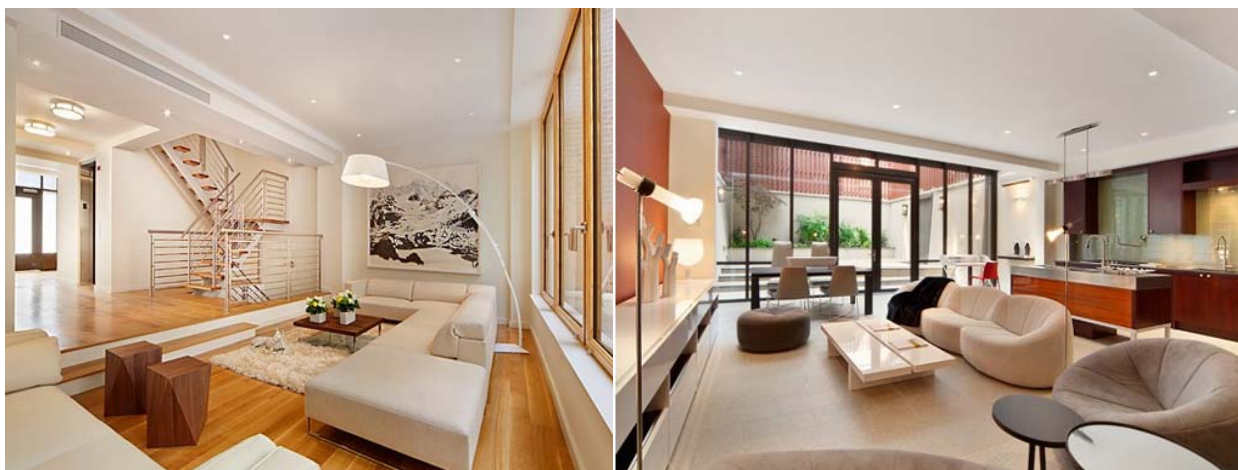


October 13, 2011 | Kelsey Keith

## Fake Plastic Furniture Befitting a \$14 Million Townhouse



Staging an empty apartment with white plastic facsimiles of modern furniture: one broker claims the idea will be as significant to the real estate industry as mannequins were to the fashion world. Tom Postilio from CORE had a renovated 25-foot-wide Chelsea townhouse decked out in lightweight prop furniture from a company called inFormed Space, whose owner counts the advantages of easy move-in; it also "minimizes the pitfall of turning off potential buyers because of questionable décor choices."



- \$14 million Chelsea townhouse gets decked out with fake furniture [NYDN]
- Listing: 233 West 20th Street [CORE]