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**FOR:** The Prime Group, Inc.  
Ten East Delaware

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**FOR IMMEDIATE RELEASE:**

## **Ten East Delaware Offers Unique Interior Selections Process** *Exotic woods, Italian porcelain top residents' lists of must-have finishes*

While many homebuyers are accustomed to working with a sales agent when selecting finishes for their new-construction home, buyers at the Parisian-inspired Ten East Delaware in the Gold Coast have the luxury of working one-on-one with a professional design consultant. And according to Michael Reschke, chairman and CEO of The Prime Group Inc., the building's developer, this personalized service showcases the attention to detail that residents of Ten East Delaware can expect throughout the entire homebuying process.

"In designing Ten East Delaware, we knew buyers would be drawn to the building's Renaissance-style architecture, but we also recognized they would want modern interiors that complement their sophisticated lifestyle," Reschke added. "This is why each residence offers every contemporary design element imaginable. And this same attention to detail is also evident in Ten East Delaware's selection process as buyers have the opportunity to select from the highest caliber of finishes, as well as receive ongoing personalized service."

Nonna Knapp, founder and principal of Chicago-based Optimum Options, the exclusive design consultant for the project, agrees, noting that Ten East Delaware buyers appreciate the flexibility they have in designing their home. "Ten East Delaware offers one of the most extensive array of selections and finishes of any high-end project in the city. In addition, buyers can work with us to alter their floor plans to make the space more open, create specialty rooms or add fireplaces. We can even help them build a spa-like master bath or gourmet kitchen that meets their exact specifications," she said.

Regarding design trends, Knapp noted that many buyers have expressed interest in exotic woods like wenge and morado for hardwood flooring, while walnut, cherry and stained oak cabinetry have been in high demand. In addition, Italian porcelain, glass tile, mosaic backsplashes and natural stone surfaces are proving to be popular in kitchens and baths.

Each buyer at Ten East Delaware works with a personal design consultant from Knapp's team to select their home's custom features and finishes during Ten East Delaware's two-phase selection process. During the first phase, buyers can make modifications to their pre-drywall finishes, such as the electrical plan, appliance package and rough plumbing. The second phase includes selecting the interior finishes, including flooring, tile, countertops, plumbing fixtures and tile backsplashes.

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Inside the Ten East Delaware design center, buyers can view vignettes of a kitchen, living room, master bath and powder room. In addition, the design center includes a finishes gallery that showcases samples of each available finish.

“Buyers will soon begin selecting their interior finishes, which is the most exciting part of the process for most people because they get to have fun experimenting with color and design,” said Knapp. “This is my favorite part as well, since many of my clients look to me for ideas and guidance during this phase. I’m able to provide a big-picture perspective and offer thoughts on how the design of each room meshes to create the look and feel of the entire home.”

Each residence at Ten East Delaware will offer a plethora of high-end standard finishes, including Poggenpohl cabinetry and granite and marble countertops in the kitchen and bath; Franke, Wolf, Miele, and Sub-Zero kitchen appliances; a Kohler soaking tub in the master bath; hardwood flooring in the living areas; and 6-inch crown molding and wood base in the living areas and master bedroom. However, buyers also can select upgrades from a luxurious collection of imported finishes, including Italian hardwood flooring in exotic wood species, and limestone, marble, granite and quartz countertops.

Located on the northeast corner of State and Delaware and currently under construction, the 35-story condominium building will feature 121 residences, including one-, two-, and three-bedroom floor plans ranging from 845 to 3,095 square feet. Homes at Ten East Delaware include 1½ to 3½ baths, 9- to 10-foot ceilings, and oversized balconies. Ten East Delaware is more than 75 percent sold with remaining residences priced from \$550,000 to \$2.6 million. Climate-controlled indoor parking is available starting at \$65,000.

In addition to a finely appointed home, Ten East Delaware residents will enjoy access to The Ten Club, an exclusive rooftop-level clubhouse that includes a private dining room for dinner parties and social gatherings; a state-of-the-art fitness center; and an outdoor rooftop swimming pool, sundeck and gardens. Residents also will benefit from a la carte hotel services from neighboring Talbott Hotel, including housekeeping. Renowned Bice Ristorante, which will be located on the building’s first floor, will offer 24-hour room service, catering services and poolside dining.

The design and sales center for Ten East Delaware is located at 33 W. Delaware Place, just west of State Street. Sales hours are Tuesday through Friday from noon to 7 p.m., Saturday and Sunday from noon to 5 p.m., and on Monday by appointment. Chicago-based @properties is the exclusive sales and marketing agent for Ten East Delaware. For more information, call (312) 397-1010 or visit [www.teneastdelaware.com](http://www.teneastdelaware.com).

Founded in 1982, Chicago-based The Prime Group, Inc. owns, operates, and develops commercial and residential real estate throughout the U.S. In Chicago, it developed several award-winning projects featuring world-class architecture and innovative features and technologies, including 77 West Wacker, and the Citadel Center at 131 S. Dearborn. Its mission is to provide excellence in every phase of real estate development, including architecture, design, innovation and technology to create superb environments in which to live and work.

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**Editors:** Prices are subject to change. To confirm current pricing information or schedule and interview, call Taylor Johnson & Olesker at (312) 245-0202.

**Photo Caption:** Ten East Delaware rendering – Ten East Delaware, a boutique luxury building in the Gold Coast, will offer 121 residences designed by Lucien Lagrange. The Prime Group, Inc. is the developer.