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HIP TELEVISION SHOW WAKES UP HOUSE HUNTERS FOR SPRING HOME SHOPPING  
THE HOME FRONT

By Don DeBat

With spring in the air, it's time for serious house hunters to jump in the car and take some well organized real estate tours to shop for that new home, condominium or townhome.

However, if you are still in couch-potato mode, there's a hip, new real estate TV show in town to help you get a head-start on spring house hunting. All you have to do is put on your slippers, pour yourself a cup of java, pick up the remote and tune into MetroSceneTV at 10 a.m. Sunday on WFLD-32 FOX Chicago.

"Eat, sleep, love, live, Chicago. Life is more than a floor plan," hypes the promo for MetroSceneTV, the cutting-edge television series featuring luxury condos in the Chicago urban market.

To the driving beat of techno music, the fast-moving 30-minute show profiles builders and their hottest properties, latest trends and luxury lifestyles unique to the Windy City condo market, according to Alan Daniel, executive producer and CEO of Broadcast News Corp.

The current show highlights 17 properties ranging from new condominium towers such as 600 North Fairbanks and 550 St. Clair

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in Streeterville, the 1720 S. Michigan and 1111 S. Wabash high-rises in the South Loop, as well as developments in the West Loop, River North, the Gold Coast and East Rogers Park.

The MetroSceneTV report on 600 North Fairbanks, the glassy high-rise designed by Helmut Jahn, includes a sound-bite from the architect, who describes the 41-story tower as "a very innovative building in terms of how it deals with living."

Interior views of the sophisticated, modern 600 North Fairbanks model are flashed, as interior designer Jessica Margot describes the building, now under construction on the northwest corner of Ohio and Fairbanks, as "sleek and urbanistic, while still maintaining some of the finest European influences."

"We're targeting a condominium buyer who appreciates design, and it's not just the design on the outside of the building where you see the glass and stainless-steel edging," said Noah Schatz, CEO of Schatz Development. co-developer of 600 North Fairbanks with Gary Rosenberg, CEO of UrbanR2 Development.

"The thought process that is going into 600 North Fairbanks—from the skin all the way down to the kitchen sink, the fixtures in the bathroom, the doors—is design, and therefore it is art," Schatz told MetroSceneTV.

Flash to the next property—the cool, modern high-rise at 550 St. Clair—as an attractive spokeswoman in tight designer jeans, shows off the swank European-style kitchen which features

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silver-textured Alno cabinets, a high-end line from Germany, and sleek, matt-finish black granite countertops and backsplash.

The kitchen at 550 St. Clair also features a premium appliance package, including Sub-Zero refrigerator with built-in icemakers, Bosch built-in oven, cooktops, microwave with exhaust hood and multi-cycle dishwasher and Grohe fixtures, noted developer Mark Sutherland of Sutherland Pearsall.

The modern condominium residences at 550 St. Clair were designed by David Brininstool, an architect at the prominent Chicago-based firm, Brininstool + Lynch.

Brininstool also designed 1720 S. Michigan, an icy cool new 33-story high-rise condominium in the South Loop, in his signature contemporary style, with plenty of glass and modern, clean lines.

"From the ground up, 1720 S. Michigan will be ahead of its time," developer Colin Kihnke, president of CMK Development Corp. told MetroSceneTV.

"Innovative design and construction—both inside and out—reach well beyond the predictable. The building will be an aesthetic statement as well as a wonderful place to live," Kihnke said. "Outside, the structure will be forged in concrete and steel wrapped in glass. Living spaces will be flooded with light and offer views of the surrounding city and lakefront."

Every broadcast episode of MetroSceneTV is available to view on MetroSceneTV.com, an information hub for condo seekers in the Chicago area with exclusive offers and pre-development pricing.

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The site is a destination website for real estate and luxury lifestyle information, including everything from detailed property features, floor plans and photo galleries to high-end shopping and new restaurants with Chicago's best chefs.

The site, created by Intra-Focus, a marketing solutions company, features streaming content from the television show, including extended segments on entertainment venues, restaurants, bars, retail locations, and art galleries as well as developer incentives for featured properties.

"We needed a solid Web presence and integrated marketing capabilities in order to maximize investment in the television program," said Daniel. For more information, please visit [www.metroscenetv.com](http://www.metroscenetv.com).

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The Home Front, Don DeBat's weekly real estate column syndicated by DeBat Media Services, unravels the complexities of home buying, mortgage shopping, homeownership, renting, building, renovation and remodeling. For more home-buying information visit his website at: [www.dondebat.net](http://www.dondebat.net).

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