



## Samuels & Associates and Landsea hold grand opening of Pierce Boston

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Boston, MA Samuels & Associates in partnership with Landsea held a grand opening of Pierce Boston, a luxury home ownership opportunity in The Fenway. Located at the intersection of Brookline Ave. and Boylston St., the 30-story tower serves as the gateway to The Fenway and the city, and has 109 condominium units, 240 rental units and 20,000 s/f of street-level dining and retail.

Pierce Boston, with its angular profile sheathed in glass, was designed by architecture firm Arquitectonica and is its first property in the city. The building's bold, sophisticated, and contemporary design is striking from all angles, and reflects the vibrant, urban living experience sought by city residents.

“As we unveil Pierce Boston today we’re celebrating a new standard of luxury living in Boston’s most dynamic neighborhood,” said Leslie Cohen, principal, COO, and head of asset management at Samuels & Associates. “With more residents moving in every day, we are excited to welcome young professionals, families, and couples looking to become part of this vibrant community and immerse themselves in everything Pierce Boston and The Fenway have to offer.”

“Much like the surrounding Emerald Necklace, Pierce Boston’s interiors balance the dynamic, artistic energy of the Fenway with the quietude and beauty of nature,” said Lois Goodell, principal and director of interior design at CBT. “We are honored to have been chosen to provide residents with an oasis to call home that will continue to both surprise and create a sense of calm each day.”

Pierce Boston’s condos, intentionally located from the 19th to the 29th floor, have three sides of floor-to-ceiling windows that offer views of Boston, Cambridge, the Charles River, and the Emerald Necklace.

Amenities for owners include:

- The Levity Lounge, a top-floor oasis on level 30, has a sky top pool, seating areas, a private dining room with a glass floor suspended over a blue glass tile mosaic, and a secluded library with wood panels and leather chairs;
- 24/7 doorman and concierge service *Luxury Attaché*;
- Fitness room with yoga studio;
- Parking; and
- Private sky cabanas for purchase.

“Pierce Boston’s residents are going to love living in The Fenway,” said Jed Lowry, vice president at Landsea Holdings Corp.. “So much is happening in The Fenway, and Pierce Boston is the perfect home base, with everything you need to enjoy an active, urban lifestyle in one of Boston’s best neighborhoods. We are thrilled to have partnered with Samuels & Associates to launch Pierce Boston, as it typifies the lifestyle focused development approach we seek as we continue to expand our presence in the Northeast and beyond.”

The capstone of The Fenway, Pierce Boston is just steps away from the some of the city's most exciting restaurants, chic retail, and coveted art institutions. The intersection of Brookline and Boylston is home to Plaza (Arcade), a specially commissioned public art installation at the base of the building by world-renowned artist Alexandre da Cunha. Street-level tenants will be high-end retail, including an intimate wine bar from the Haley.Henry team dubbed Nathàilie, on track to open in summer 2018. With the recent daylighting of the Muddy River, the Pierce plaza, open to the public, will be fully integrated into the Emerald Necklace and connected to existing green space along the Fens and the forthcoming 1.1-acre park at 401 Park, formerly known as Landmark Center.

Samuels & Associates, headquartered in Boston, has been building communities for more than two decades. Pioneers in development, leasing and merchandising, and property management, the Samuels & Associates team specializes in creating mixed-use development projects with active pedestrian spaces, flexible and inspiring commercial spaces, and dynamic combinations of retailers and restaurateurs. Samuels & Associates is guided by the belief that people should live, work, shop and play in dynamic communities that inspire and enrich all aspects of their lives.

Landsea is a wholly-owned subsidiary of a publicly traded international homebuilding and development company with operations in the United States, China and Europe. In the United States, Landsea's current endeavors reflect the company's vision of shaping and enhancing the fabric of key metropolitan settings with iconic developments that embody cutting edge design, forward-thinking amenities and sustainable building practices. Landsea brings an unparalleled combination of progressive vision, environmentally-responsible design and technologically-advanced innovation to the global residential marketplace. Landsea offers to each of its new communities the experience of an international leader in green technology, combined with a profound understanding of its customers' preferences and lifestyles. From New York to Boston, San Francisco and Los Angeles, Landsea is delivering world-class communities to world-class cosmopolitan locations.