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## **Planeta celebrates topping off of 122-unit Alloy at Assembly Row - Project team includes: Federal Realty; Procon; and TCC**

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Somerville, MA On January 26, Planeta Design Group joined executives from Federal Realty Investment Trust, Procon Inc. and The CollaborativeCompanies (TCC) to place the final beam on Alloy, the first condominium development in Assembly Row. Alloy is slated for completion in 2018.

Planeta, a multi-disciplinary interior design firm in Boston, brought its creative design talent of multi-residential design to the Alloy project. From the lobby and other amenity spaces, to the unit finishes and common corridors, and even the design of the sales center and garden design, Planeta incorporated its fresh, inviting and creative vision to deliver an authentic and urban sophistication to the first condominium building at Assembly Row.

Shown (from left) are: Sue Hawkes (TCC), Heather Hathieson (TCC), Amy Clements (TCC), Patrick Planeta (Planeta Design Group), Michael Moynihan (TCC) and Taylor Grand Pre (TCC).

“Alloy is a jewel in a vibrant new neighborhood and we are thrilled to be a part of bringing its vision to life,” said Patrick Planeta, principal of Planeta.

The 122 condos offer floorplans of studio, one, two, and three-bedroom homes. Alloy’s location and amenities, including a fitness center, pool, concierge, clubroom, roof deck, and garage parking, are matched only by the quality of the features and finishes in each residence. Premium, contemporary European-style finishes, complement appliances and fixtures from esteemed brand names. In addition, each condo boasts hardwood underfoot to the high ceilings. The penthouses of Alloy includes walls of windows offering views, hardwood flooring throughout, higher ceilings, paneled refrigerators, and in select penthouses, large balconies.

Alloy provides residents with accessibility to MBTA orange subway lines as well as I-93. Assembly Row offers dining, retail and entertainment places including: Earl’s Kitchen + Bar, Mike’s Pastry, Saks Fifth Avenue OFF 5TH, TJ Maxx and Home Goods, AMC Assembly Row 12 Theatres,

Legoland and more.

Planeta Design Group is a multidisciplinary design firm founded in 2007 offering interior design, fine art procurement, custom furniture design as well as full project programming and management services for clients in residential, corporate, hospitality, multi-family and mixed use projects. Principal Patrick Planeta leads his team in a passionate, immersive, detail-driven approach to design. His firm is defined by his deep appreciation for art and expert craftsmanship and reputation for fostering calm, collaborative client rapport. Headquartered in the historic South End neighborhood of Boston, Planeta Design Group serves clients throughout New England, as far as the West Coast and internationally.

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