



First Look: Tishman's Lumina

We got an exclusive tour at the 656-unit Lumina (201 Folsom). Sort of. The hot condos aren't open yet, but the team converted a warehouse across the street into a replica of what to expect. Are you ready to enter the Matrix?

Our sales gallery guide was Tishman NorCal regional director Carl Shannon. The warehouse rooms include a mock skyline in a model unit showing off views. Units will range from under \$1M to over \$5M, says Carl. On Oct. 2, there will be the largest pink hard hat ribbon ever atop one of the towers to promote awareness and screenings for breast cancer.

Floor plans range from studios to three-bedrooms averaging 1,300 SF. A 9,500 SF commercial space along Folsom is planned for a gourmet market. "We aren't just selling condos, we are selling a lifestyle," Carl says. He's taking Infinity's amenities to another level, with a bigger gym and screening room, pool with saunas, music room to rock out, rock climbing wall, and area to cater dinner for you and 20 of your friends.

The sales office, which opened days ago, replicates the look and feel of the high-end lobby—there's even a door man. (If a man opens a door in a building where nobody lives... does it make a sound when it hits you on the way out?) Tishman invited tenants in its neighboring Infinity project, who have been dealing with construction noise, to tour the site and get a first look at the first 50 units. Offers will be taken next week, with the first move-ins slated for next July. The appointment-only tours are sold out for the next two weeks.

The towering model lights up the specific residence buyers are eyeing. We learned Tishman co-CEO Jerry Speyer, who's a big art aficionado, lent some of his personal artwork to spruce up the sales office. At about \$1,000/unit, Carl calls the HOA dues "a deal," since they include big perks like a rooftop terrace with BBQs and fire pits, bi-level club lounge, a Jay Wright-designed gym with lap pool, and valet parking.

