



For Immediate Release
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west elm

SARA BENGUR
INTERIORS

High Design for Low-Income Domestic Violence Survivors at New Destiny Housing's Eco-friendly Marcello Manor in the Bronx

Enterprise, Interior Designer Sara Bengur, West Elm, and J. Mendoza Gardens, Inc. Bring the Comfort and Style of Home to Residents Exiting Shelter System; Dedicate Common Room and Adjoining Outdoor Area in Memory of Kathleen Werner Marcello

New York, NY, May 14, 2009 - Enterprise, the city's leading nonprofit provider of affordable housing, announced today that it has brought together celebrated New York-based interior designer Sara Bengur, West Elm and J. Mendoza Gardens, Inc. to design and furnish the common room and adjoining outdoor area at New Destiny Housing Corporation's Marcello Manor, an eco-friendly, service-enriched building that provides homes to thirty-eight families, half of whom are low-income domestic violence survivors and their children coming out of the shelter system. Intended to bring the comfort and style of home to residents, the common room, adjoining outdoor area, and a painting memorializing Kathleen Werner Marcello, a survivor of domestic violence, were dedicated this morning during a breakfast ceremony attended by members of the Marcello and DaSilva families, strong supporters of New Destiny, at Marcello Manor in the Bronx.

"Enterprise commends New Destiny for its tireless work to provide housing and supportive services to survivors of domestic violence, as we believe that safe and affordable permanent housing is a necessary foundation for empowering them to pursue their dreams and achieve their goals," said Abby Jo Sigal, Vice President and New York Director, Enterprise Community Partners, Inc. "To create a safe, comfortable, and stylish indoor and outdoor environment for Marcello Manor residents to enjoy with their friends, families and neighbors, Enterprise invited Sara, West Elm, and J. Mendoza Gardens to partner with New Destiny. They all responded way beyond our expectations, and for that we thank them."

"New Destiny is unique among domestic violence service providers in New York City, as the only organization focused exclusively on the housing needs of victims of abuse," said Carol Corden, Executive Director of New Destiny. "Many Marcello Manor residents first arrived with little more than the clothes on their back, so it really means a lot to them to have a comfortable space designed specifically for their needs, whether it's reading to their kids, watching a movie with neighbors, or just relaxing in the sun. Thanks to Enterprise and all of our partners' dedication and support, the residents of Marcello Manor now have an inviting common room that rivals in style many of the ones in home and garden magazines."

In addition to the furnishings provided by West Elm, including couches, chairs, ottomans, and tables, Sara Bengur worked with her coterie of creative friends to outfit the common room with the Marcello Manor community in mind. Sara and noted decorative artist Lillian Heard met with residents in

March to discuss how they wanted the finished common room to look and make them feel, and how they expected to use it. Lillian was instrumental in working with Sara during the creative process for the common room, providing decorative painting for the walls and a painted canvas commemorating the spirit of Kathleen Werner Marcello for the building's entryway, while Farrow and Ball donated the paint. John Robshaw Textiles and Ercole Home donated accessories; Alex Schuchard of Space B Gallery, 2008 Berenice Abbott Award for Photography winner Kate Orne, Doug Mercado, and Susannah Gill of Your Life Photography donated artwork and photos for the walls. Mr. Schuchard also installed all of the artwork and photos. Custom furniture-maker Tucker Robbins provided a bench; The Koko Company offered a rug for the children's area; and Columbia Florist donated a palm tree.

"It is a great pleasure for me to use my design skills to help those who cannot afford my services. An interior can really transform one's life and affect one's sense of wellbeing in the world. Spaces can be healing and give one a sense of self," said Sara Bengur, of Sara Bengur Interiors, Inc. "When we met with the tenants of Marcello Manor to discuss the design of their common room, there was a great sense of pride and desire to make it their own. Peaceful and personal were the adjectives used most, a room that will encourage a sense of community, and function well for adults and children. Each floor of the building will choose an image every month to feature on the walls of this room. It will be an opportunity to unite the building as well as to bring the personal touches of the residents to the room. It has been an honor to work with these tenants and a great learning experience for me."

"West Elm is proud to support Enterprise and New Destiny, two organizations doing very important work to make sure that all New Yorkers have a place to call home," said Inna Goldstein, Manager, West Elm. "Marcello Manor residents now have the opportunity to enjoy the same home furnishings that our West Elm customers in Chelsea or Columbus Circle enjoy, and we look forward to working on projects like this again in the future so that more people have this opportunity."

While Bengur and friends focused on the interior design, landscape architecture firm J. Mendoza Gardens, the leading designer of penthouse and rooftop gardens in New York City, secured and installed donated plants from Barry Block Landscape Design and Contracting for the outdoor area adjoining the common room.

"In thinking about the outdoor space, we knew that we wanted local plants that would be at home in this climate, that would offer residents year-round enjoyment, and that would not require a lot of maintenance," said Jeff Mendoza of J. Mendoza Gardens, Inc. "The end result is a beautiful area that will serve the residents well, offering them an opportunity to enjoy activities outside in their very own space, which is often a rarity, even for the wealthy, in New York City."

Toward the end of the dedication ceremony, Kathleen Werner Marcello's son David DaSilva said, "My mother instilled hope and we want her spirit and this project to be an inspiration to others."

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About Enterprise

Enterprise is a leading provider of the development capital and expertise it takes to create decent, affordable homes and rebuild communities. For more than 25 years, Enterprise has introduced neighborhood solutions through public-private partnerships with financial institutions, governments, community organizations and others that share our vision. Enterprise has raised and invested more than \$10 billion in equity, grants and loans to help build or preserve more than a quarter of a million

affordable rental and for-sale homes to create vital communities. Enterprise is currently investing in communities at a rate of \$1 billion a year. Visit www.enterprisecommunity.org and www.enterprisecommunity.com to learn more about Enterprise's efforts to build communities and opportunity. Enterprise New York has been working to revitalize low-income communities across New York City since 1987. In that time, Enterprise New York has housed nearly 100,000 men, women, and children, developed more than 30,000 affordable homes, and committed \$2 billion in equity, grants, and loans to community development projects across the city.

About New Destiny Housing Corporation

New Destiny Housing Corporation promotes the long-term security and stability of low-income families at risk of domestic violence and homelessness. It has developed 12 residential projects that house almost 400 households, and serves over 2,000 survivors and advocates each year through a Housing HelpLine and training workshops. For more information, visit www.newdestinyhousing.org.

About Sara Bengur

Sara Bengur Interiors, the Manhattan-based design firm, enjoys a reputation for cosmopolitan spaces that reflect the multi-cultural background of its founder, Sara Bengur. Bengur, who founded her namesake business 15 years ago, comes by her particular brand of Yankee-inflected exoticism naturally: the daughter of a Turkish economist with the International Monetary Fund, she spent her formative years in Washington, DC, Istanbul, Turkey, and Maine. The 4-person firm has completed residential interiors in Manhattan, Connecticut, Maine, and the French West Indies. Bengur believes that good design can also achieve social good. Bengur, with the support of *domino*, pulled together a group of 8 designers and a host of industry sponsors to fit out and furnish Woodycrest House, a Bronx pre-war building that Housing and Services, Inc. converted into 40 apartments for women with HIV/AIDS and their children. Bengur's work has been widely published in an array of magazines, including *W*, *Elle Decor*, *House & Garden*, *House Beautiful*, and *New York*. For the past three years she has been listed by *House Beautiful* as one of America's Top 125 Interior Designers. In 2004, she was recognized as one of *Gotham's* 100 Top Interior Designers, and 2002, *New York's* Top 100 Architects and Decorators.

About West Elm

West elm creates modern design for the home with strong global and natural influences that are updated with seasonal collections. World-class service, accessible pricing and immediate availability of product in its stores are hallmarks of the brand. Headquartered in Brooklyn, NY, West Elm introduced its first catalog in April 2002 and opened the doors of its first retail location in 2004. Since then, West Elm has expanded to thirty-eight stores nationwide, including three locations in New York City. Around-the-clock access to West Elm's distinctive home décor is also available at www.westelm.com. West elm is a member of the Williams-Sonoma, Inc. portfolio of brands.

About J. Mendoza Gardens, Inc.

J. Mendoza Gardens, Inc. (JMG) is the leading designer of penthouse and rooftop gardens in New York City. Since 1987, Jeff Mendoza has guided a team of landscape architects, designers and horticulturalists to artfully manipulate space, color and texture for corporate and residential clients on projects ranging from urban terraces and rooftops to large country estates. Trained as a sculptor, Jeff's structural and horticultural solutions to the complicated problems of urban rooftop gardening are admired for their originality and beauty. On a larger scale, JMG's country gardens display a sensitive analysis of site conditions with a skillful manipulation of form and color throughout the landscape. In each project technical and aesthetic solutions are meticulously crafted to create an

exceptional landscape. JMG provides a full range of services, including design, installation and maintenance and its projects have been published in numerous books and periodicals worldwide.