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Exclusive Gets New Virtual Staging Treatment

## **New Blumstein Exclusive Gets New Virtual Staging Treatment**

April 19, 2011

First the exclusive. [The Blumstein Team](#) has joined [Diane Henning](#) to sell condominium apartments at 144 East 30th street. This historic townhouse has been meticulously gut renovated into 5 full floor units, with a [penthouse on top](#) and a [duplex garden apartment](#). The three floors in between each feature a 2 bedroom floor through apartment with two bedrooms and two bath. Each apartment has top-of-the-line appliances from a 6 burner Wolf Range to side by side Miele Washer and Dryers.

For a complete set of up to date information on pricing/pictures and status of each apartment, [click here](#).

So what is virtual staging? This is a new way to go about giving size, perspective and texture to an apartment without having to bring in real furniture. Bringing in furniture has the potential to pigeon-hole the imagination while you are standing in the living room, but having a picture on hand that shows what it would look like with furniture helps you rationalize the space and understand what it is capable of. Often, people walk into an empty space and find it feels much smaller than it would if it had furniture. But staging with generic furniture isn't always the best answer. Virtual staging allows for the best of both worlds. See the comparison below!

*Virtual staging done by [Ilaria Barion](#)*

Living Room Empty and Staged



The Living/Dining Space Empty and Staged



The Garden Empty and Staged

