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Home Study: Developers Offer Classes for Residents

Condo and resort developers are hoping to lure buyers with a wide choice of classes



Rendering of planned art studio at the Ritz Carlton Residences, Miami Beach, Fla., set to open in 2016. ILLUSTRATION: LISSONI ASSOCIATI

By **CANDACE JACKSON**

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Rooftop pools, spas, wine cellars and classrooms?

To stand out from the competition, some condominium developers and resort-community builders are adding educational opportunities and classes to the [ever-growing list of amenities](#).

Typically available only to residents, the classes go [well beyond fitness staples](#) such as spinning or yoga, with some buildings offering mini-course catalogs that can include everything from artist-led painting instruction to learning to perform improv comedy.

Fees are either included in monthly maintenance costs or annual dues, or charged as an add-on.

Here, a sampling of classes available at new and existing developments.



ILLUSTRATION: LISSONI ASSOCIATI

Ritz-Carlton Residences, Miami Beach

Private art classes

At the Ritz-Carlton Residences, developers converted a space [originally planned as a videogame and media room](#) for teenagers into an art studio. “Like a gym, this is a residents-only space where people can go and enjoy the same idea, but for art,” says Ricardo Dunin, founding partner of Lionheart Capital, the developer. The building will offer sculpture and painting, coordinated by Miami-based artist Tatiana Blanco. Residents-only exhibitions and cocktail receptions are also planned.

The complex is under construction with about 60% presold. Prices range from \$2 million to \$40 million.



PHOTO: AKA

AKA Sutton Place, New York **Improvisational-comedy classes**

charge and led by instructors from the Magnet improv theater. Residents and owners can arrange for longer-term classes and private lessons for an additional charge.

AKA Sutton Place sales launched in September with one-bedrooms starting at about \$1 million. The building has 10 to 15 condominiums and long-term-stay units with a 30-day minimum.



ILLUSTRATION: DBOX

50 West, New York

Child authors

Time Equities, developers of this lower Manhattan building, are members of the same family that founded Greenburger Associates, the literary agency that once represented Franz Kafka, and more recently, Dan Brown. The two decided to team up to offer free children's book-writing classes. The course will include visits by children's book authors who will read and talk about their work. The program is aimed at children from about 3 to 8 years old. Illustration lessons may be added, says Roberta Axelrod, director of marketing and sales for Time Equities.

The 190-unit building, set to open late 2016, is more than 50% sold. Prices range from \$1.962 million to \$18 million and up for penthouses.



PHOTO: SPRING ISLAND

Spring Island, S.C.

Nature workshops

The classes in this 3,000-acre resort community with a 1,200-acre nature preserve include a nature series. “Our philosophy is experiential learning,” says Chris Marsh, director of the Spring Island Trust, which manages the resort’s nature center and preserved land. On-staff naturalists teach small groups—all ages are welcome—in a traveling classroom. Sessions range from two-hour talks to half-day excursions.

Spring Island has 275 finished homes and 10 under construction; houses list for \$500,000 to \$4 million.

Corrections & Amplifications:

Ritz-Carlton Residences are priced up to \$40 million. An earlier version of this article incorrectly stated they are priced up to \$20 million. (10/21/15)

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