

JUNE 2009

# MANN REPORT

RESIDENTIAL



a fresh approach to public  
relations for a new age

## Quinn & Co.

Florence Quinn and Suzanne Billet



## Coming Full Circle

**Veronica Mainetti** “Today the Sorgente Group continues in this tradition by investing and now redeveloping important properties that have historical and architectural significance.” **The Sorgente Group**

Veronica Mainetti is a third generation real estate entrepreneur with deep roots in the New York City real estate industry.

As the head of United States Operations for the Sorgente Group, one of the world’s premier real estate investment firms specializing in properties of historic, architectural, and urban quality, Mainetti is spearheading the company’s new development initiatives in the U.S.

This new division will focus on restoring landmark properties in major cities across the globe, starting in New York City.

The Mainetti family has a long history in real estate.

Mainetti’s great-grandfather, Luigi Binda, moved from Varsese, Italy to the United States in the 1920s to start a small construction company.

Binda’s company helped construct some of New York’s most iconic properties including the world-renowned Chrysler Building and the New York Stock Exchange.

Almost a century later, Binda’s grandson and Mainetti’s father, Valter Mainetti, founded the Sorgente Group, which quickly became one of the world’s premier

real estate investment firms.

Bringing the family’s connection to the Chrysler Building full circle, Valter Mainetti invested in the Chrysler Building in 2005 and the Flatiron Building in 2006.

“As the Sorgente Group continues to grow, it is important for us to continue to adhere to our founding principals in all of our future projects.”

“My great-grandfather, Luigi Binda, was a true American success story. He came to America with no worldly possessions yet managed to start a company that would be instrumental in constructing some of the most beautiful buildings in the world,” said Mainetti.

“Today the Sorgente Group continues in this tradition by investing and now redeveloping important properties that have historical and architectural significance.”

The latest extension of the Sorgente Group will expand from investments in historic properties to developing and restoring landmarked buildings.

34 Greene Street, the group’s first residential development, is a 27,000 square foot combination of two historic cast iron

buildings that will house retail space and condo-lofts.

The structure will be divided into a limited collection of eight private full-floor residences. The homes will have grand living rooms offering ample light from the nearly floor to ceiling windows, wide-plank solid wood floors, and exposed brick.

Mainetti, the guiding force behind the designs at 34 Greene Street, works to ensure that the restoration is meticulously and elegantly completed, fusing Italian design with American heritage.

The newly opened sales gallery for 34 Greene Street, located at 150 Thompson Street, gives prospective buyers the feeling of being in their future home while highlighting the property’s chic design.

The sales office features a model of the 34 Greene Street kitchen designed by Schiffrini, Italy’s premier cabinetry brand. ■

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