

MANSION GLOBAL

When Floor Plans Aren't Enough, Home Developers Are Calling in the Horses and Chickens

Intense competition for buyers has led new developments to pour money into beefed-up sales centers with everything from showrooms for luxury brands to pop-up padel courts

House hunters in major cities tend to be well-informed, said Defne Aydintasbas, co-founder and president of Dada Goldberg, a New York-based creative agency that advises developers on launches. "Our solution is always cultural relevancy. Ten years ago, it wasn't really considered. Now, it matters much more what developers stand for, what their brand is, and what they offer. High-net-worth city buyers also have very good taste and an appreciation for culture, so the story behind a project, and the lifestyle you can project onto it, is extremely important."

To market Bergen, a Brooklyn residential project from developer Avdoo, Dada Goldberg brought Inside-Out, a Brooklyn design festival, into the building's social spaces in 2024.

At another luxury [condo](#) One Domino Square in Brooklyn, Aydintasbas and her team transformed penthouses into showrooms for luxury brands including McGee & Co. homewares, Coyuchi textiles and Bernard James jewelry.