



My Image Studios at the Kalahari

The First Green Converged Entertainment Center in NYC

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Our Philosophy

We believe that development and investment in emerging urban communities must do more than create shelter, but must be structured to contribute to economic, social, cultural and environmental sustainability of today's community without compromise to future generations

The Kalahari



- 2nd Green Condo Bldg in Harlem Developed by MIST owners Full Spectrum of NY
- Largest Green Mixed-Income, Mixed-Use Condo in NYC; opened in April 2008
- 249 Units, 95% sold
- Built to the U.S. Green Building Council's LEED Certification standards
- Winner of the 2009 Urban Land Institute (ULI)'s J. Ronald Terwilliger Workforce Housing Models of Excellence Award
- Financing included the New York State Affordable Housing Corporation; the Goldman Sachs Urban Investment Group; and JPMorgan Chase, with a bank group syndicate including Washington Mutual, Deutsche Bank, Capital One Bank, Carver Bank, and Commerce Bank.

Kalahari Press (partial list)

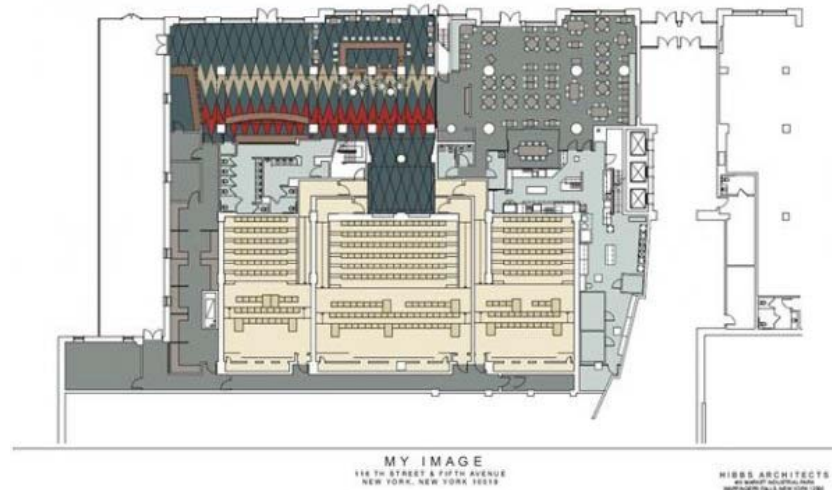


- CityLimits.org
- Daily Deal
- Development New York
- eCulus
- Forbes.com
- Inc.com
- Metro New York
- Metropolis Magazine
- New York
- New York Construction
- New York Daily News
- New York Living
- New York Observer
- New York Post
- New York Times
- Northeast Real Estate Business
- NY1
- RE Business Online
- Real Estate New York
- Real Estate Weekly
- Revitalization e-Digest
- The New York Sun

MIST at the Kalahari

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Entertainment Center in NYC

What is My Image Studios?



- A converged entertainment center that will offer an integrated platform of culturally authentic entertainment venues
- Will consist of a full-service restaurant, three flexible multipurpose performance rooms (e.g. suitable for film exhibition and live performances), a cafe/concessions area, and outdoor terrace.
- Is a social venture that will deploy state of the art technology to create place for symbiotic artistic and entertainment presentations

Why My Image Studios?

- Harvard's Michael Porter says Harlem will flourish economically when there is a healthy mix of restaurants, retailers, and culturally-based entertainment. Currently, Harlem is significantly underserved in these areas. MIST will fill this gap.
- We will diversify Harlem's economy building on our community's cultural economic development potential while making an ongoing contribution to Harlem's economy and quality of life
- We will provide a sense of cultural and social empowerment
- We will create construction job and over 60 permanent jobs in Harlem, a community where unemployment is double that of the rest of the city
- We will contribute to forwarding NYC's environmental and sustainable development goals

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