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## PRESS RELEASE

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### **The Meeting of Art and Real Estate An Innovative Collaboration is Born**

**Cleveland Heights, Ohio, September 15, 2005** – Two well-known Cleveland organizations have joined to create an innovative collaboration in the realms of the art and real estate worlds. In a never before partnership, the Cleveland Institute of Art and The Coral Company are working together to create a gallery of student art in the newest model home in one of Coral's residential communities, The Courtyards of Severance. This compelling model home will have its public grand opening this weekend Saturday and Sunday, September 17 and 18, 2005.

This new model home will be the most captivating that Cleveland has ever seen. Artwork created by the students of The Cleveland Institute of Art will grace the Vivaldi model. Paintings, drawings and sculpture will be some of the types of work that will decorate the space.

“The Institute is looking forward to this student art gallery at The Courtyards of Severance,” says David Deming, President of The Cleveland Institute of Art, “Part of the mission and vision of CIA is to “Make Art Work”, which tells the Institute’s story of how art and design are truly an essential part of everyday life. By showcasing our students’ work, as we will be doing at The Courtyards, we will be heightening the awareness that art is an important driver of the economy; that artists and designers make a profound difference in our life experience.”

“What an extraordinary opportunity for The Coral Company to partner with one of Cleveland’s cultural jewels, The Cleveland Institute of Art. We hope that Clevelanders will afford themselves the unique opportunity to see the art and business communities at work together,” says Peter Rubin, President and CEO of The Coral Company.

This is not the first time that there has been an engagement between an arts organization and The Coral Company. In 2002, the Cleveland Institute of Music (CIM) and The Coral Company produced a compilation CD of music by composers, for which each of the five floor plans are named at The Courtyards of Severance. Then in 2003, a CIM string quartet performed the music of Wolfgang Amadeus Mozart at the grand opening of the Mozart model at The Courtyards of Severance.

Located on the original John L. Severance estate in Cleveland Heights, The Courtyards of Severance is themed after famous composers and their accomplishments in music and the arts. The Coral Company wished to honor the rich history, tradition and contribution to the arts of the previous



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estate by naming the each of the floor plans after composers: Vivaldi, Beethoven, Chopin, Brahms, and Mozart.

The public grand opening to celebrate this compelling, artful model home will take place this Saturday and Sunday September 17 and 18, 2005, which will also coincide with the Heights Community Congress' 29th Annual Heritage Home Tour called *Something Old, Something New*.

### ***The Cleveland Institute of Art***

Established in 1882, The Cleveland Institute of Art (CIA) has earned a reputation for being among the top ten professional colleges of art and design in the country. It is the only five-year college of art and design in the states. CIA is accredited by North Central Association of Colleges and Schools and the National Association of Schools of Art and Design, and is a member of the Association of Independent Colleges of Art and Design and the Northeast Ohio Council on Higher Education.

The Institute attracts students who are serious about becoming professional artists and designers and who seek a school with a broad campus atmosphere that is both intellectually stimulating and artistically challenging. To find out more, go to [www.cia.edu](http://www.cia.edu).

### ***The Coral Company***

The Coral Company, founded in 1987 by Peter Rubin a long time patron of the arts, has developed an excess of two million square feet of office, retail, mixed-use, built-to-suit, and residential space in Ohio. A leading urban development company, The Coral Company works closely with city leaders, community development corporations and neighborhoods of first ring suburbs and urban communities to shape ways to meet the unmet demand for retail services and residential neighborhoods.

Several current projects of The Coral Company include:

- Shaker Square in Cleveland, once again the treasure of Cleveland's commercial, social, and cultural intersection of retail and dining experiences
- Cedar Center, the retail mainstay of University Heights and future home to Whole Foods Market, a place that embraces the community and welcomes shoppers and pedestrians
- Domain on Lee in Cleveland Heights, where Downtown living comes to the Heights with the evocative mixed-use building planned for the culturally vibrant Cedar Lee District

For more information about The Coral Company and the philosophy and the passion that drives the company, please visit [www.thecoralcompany.com](http://www.thecoralcompany.com).

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