



MARKET OUTLOOK

Boston's real estate market will continue to advance during 2018, with appreciation continuing, albeit at a slower pace. Zillow reports that Boston property values rose 7.8% in 2017 and predicts that they will increase an additional 4.0% in 2018. The Greater Boston Real Estate Board estimates that Boston condo prices rose by 6.6% in 2017 and is forecasting a 5% further increase in 2018. The factors that will support the growth in prices include Boston's white hot labor market (unemployment rate expected to drop to 3.7%), with wages anticipated to rise by 4%. An increase in the cost of construction materials will place additional upward pressure on home prices. Realtor.com envisions a continued inventory shortage but does place Boston at the top of the list of cities that will begin to see inventory levels start to recover, though more so in the luxury end of the market. Relatively less expensive homes will continue to be in short supply.

Many of these forecasts were formulated prior to the passage the tax reform legislation, which is somewhat of a wildcard in the equation. The high level takeaway is that the bill was not favorable to real estate but that it could have been worse. The 1031 tax deferred exchange was preserved as was the capital gains exclusion of \$250,000 for a single person and \$500,000 for a married couple, which applies in cases where the homeowner has resided in the property for at least 2 of the preceding 5 years. The \$10,000 combined limit on state, local and property taxes is clearly a negative for states such as Massachusetts, which together with California, Illinois, Maryland, New York, and New Jersey, account for half the value of these deductions according to the Tax Foundation. The \$750,000 limit for mortgage interest deduction could also have a dampening effect on market activity as some homeowners may opt to remain in homes with larger mortgages, the tax deductibility of which will be grandfathered up to \$1 million.

These tax bill provisions are essentially price increases to real estate as will be the three interest rate increases from the Federal Reserve projected in 2018. Rental inventory will continue to increase as new mid- and large-scale developments come on-line this year. The short-term excess supply may bring more choices and modestly softer rents. Ultimately, our market has enough momentum to sustain headwinds that could result in slower growth rates moving forward.



Steven

Steven Cohen



Zach

Zach Jay



STEVEN COHEN TEAM
BOSTON REAL ESTATE



MARKET ANALYSIS

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RENOVATING IN A HISTORIC NEIGHBORHOOD

WHAT BACK BAY HOMEOWNERS SHOULD KEEP IN MIND

As one of the oldest cities in the United States, Boston is home to a great deal of extraordinary architecture. The City of Boston Landmarks Commission recognizes nine historic districts that it seeks to preserve through protective designation and thorough design review. What this means for homeowners with remodeling plans is an additional layer of rules and regulations meant to safeguard the same architectural character that drew them in the first place.

Established 1966 and expanded in 1974, 1979, and 1981, the Back Bay Architectural District (BBAD) is the result of an extensive landfiling project that began in the mid-19th century. The scope of protection here is quite straightforward: all exterior work, whether visible from a public street or not, is to be reviewed by the BBAD Commission. There is greater flexibility in commercial areas like Newbury and Boylston Street than in residential ones, however. The Commission is mindful of the important role commercial properties play in the economic vitality of the district and the City of Boston as a whole. There are tentative alterations to commercial building facades that would not be approved in the residential part of the neighborhood.

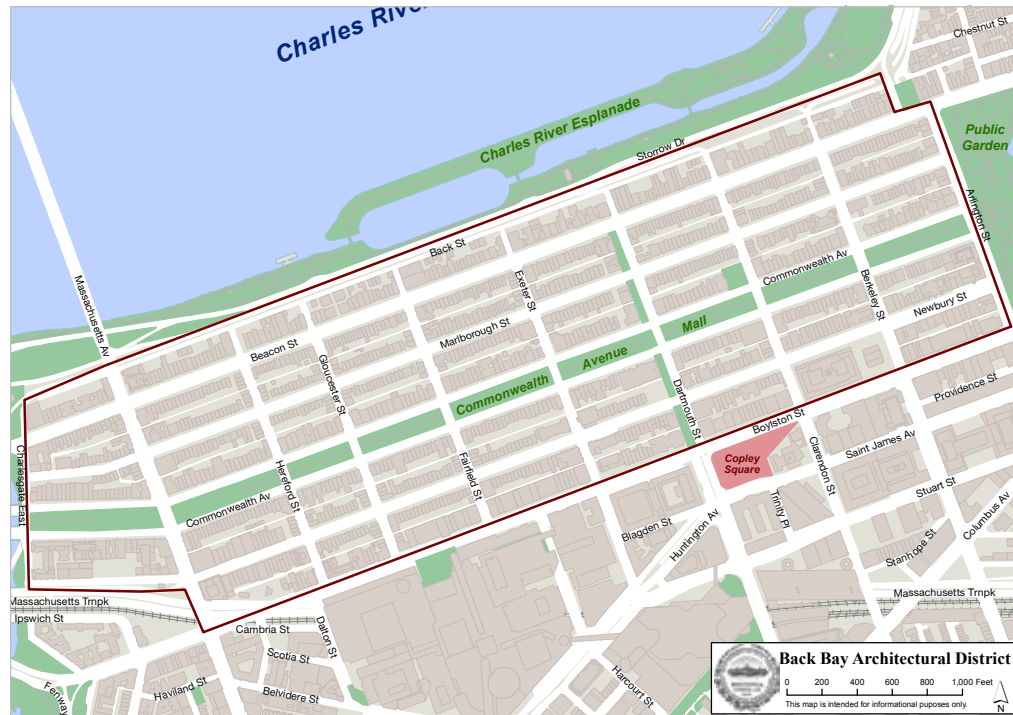
The application process for renovations in either of these areas, however, is similar. While there is an electronic alternative in the works, homeowners currently must submit a check and a hard copy of their application. "In submitting an application, it's important to remember to include color photographs, plans, and a clear description of the proposed work," said the Director of Design Review for the Boston Landmarks Commission Joseph Cornish. "The more information we have to review, the faster we can approve it." Applications are accepted on a rolling basis, and the SELD Commission meets the first Tuesday of every month to review them. Depending on the scope of the work, the applicant might have to appear at a public hearing. From there, things may go one of four ways.

"One is that the project is approved outright as presented," Cornish said. "A second is approval with provisos, in which case the project is approved, but certain conditions have to be met before the applicant can get a building permit. A third is outright denial. In this case, a homeowner can't submit another application for the same or similar project for two years. A fourth is denial without prejudice, where the Commission votes to allow the applicant to come back with a new, considerably different application that will be reviewed anew."

Cornish recommends that homeowners work with architects to prepare applications for larger, more complicated projects that require plans, as the Commission needs to examine scaled drawings and dimensions, or proposed railings and roofdecks. Simpler, more straightforward projects that clearly conform to the guidelines can be submitted by the property owners or their contractors. One thing Cornish advises condominium owners to keep in mind is that for condominium properties, the approval of the association trustees is required and the written support of abutters is important to the success of any application. And while interior work does not fall under the Commission's purview, certain projects can affect a building's exterior in ways homeowners might not consider. For example, HVAC equipment installation or a kitchen remodel that includes blocking in a window both have elements of exterior work.

"We want people to live and own properties in these districts," Cornish said. "We want to work with them to meet their goal of homeownership while preserving the character of the city. People buy into these areas because of that character, and we want nothing more than to be their partner and resource."

For additional information and a map of the Back Bay Architectural District, visit boston.gov/historic-district/back-bay-architectural-district

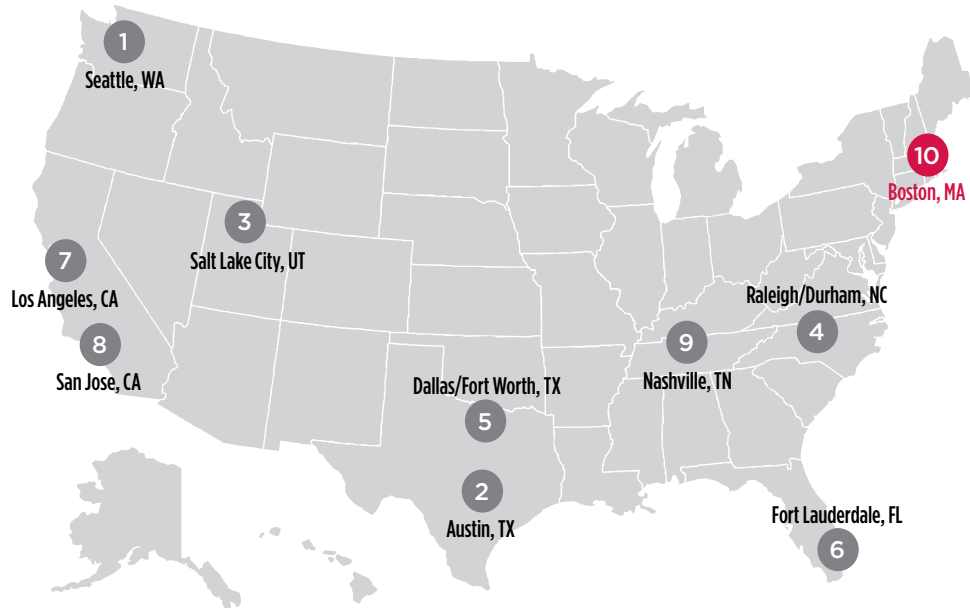


BOSTON 2018

THE “EMERGING TRENDS IN REAL ESTATE” REPORT

Now in its 39th edition, “Emerging Trends in Real Estate” is one of the most highly regarded and widely read forecast reports in the real estate industry. A joint undertaking by PricewaterhouseCoopers (PwC) and the Urban Land Institute, it provides an outlook on real estate investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues throughout the United States and Canada. Below are a few highlights that place Boston’s 2018 real estate market forecast in context nationally, regionally, and locally:

TOP 10 U.S. MARKETS TO WATCH: OVERALL REAL ESTATE PROSPECTS



The Northeast is expected to keep doing what it does best—take advantage of the region’s intellectual capital. Markets such as the New York City area, Boston, Pittsburgh, and Jersey City all cite the influx of not just millennials, but highly educated millennials, as driving recent growth. Urbanization has also benefited the Northeast region, and technology is expected to continue driving the area’s economies. Half of all new U.S. office jobs over the past year were created in just 13 metro markets, and while the New York City area—in-

cluding Brooklyn and Jersey City—remains an attractive location for the technology service industry, Boston, northern New Jersey, and Baltimore still benefit from an agglomeration of medical and health technology companies. With a highly-educated, knowledge-based workforce, Boston's economy continues to outperform other gateway markets. PwC predicts high investor demand, capital availability, and generally healthy appetite for multifamily, industrial, and single family properties.

LOCAL MARKET PERSPECTIVE

TOP 10 MARKETS IN THE NORTHEAST REGION

1. **BOSTON, MA**
2. New York-Manhattan, NY
3. New York-Brooklyn, NY
4. New York-other boroughs, NY
5. Pittsburgh, PA
6. Philadelphia, PA
7. Long Island, NY
8. Northern New Jersey, NJ
9. Westchester, NY/Fairfield, CT
10. Providence, RI

INVESTOR DEMAND

1. Seattle, WA
2. **BOSTON, MA**
3. San Francisco, CA
4. New York-Manhattan, NY
5. Nashville, TN
6. Austin, TX
7. Dallas/Fort Worth, TX
8. Orange County, CA
9. Los Angeles, CA
10. San Jose, CA

LOCAL ECONOMY

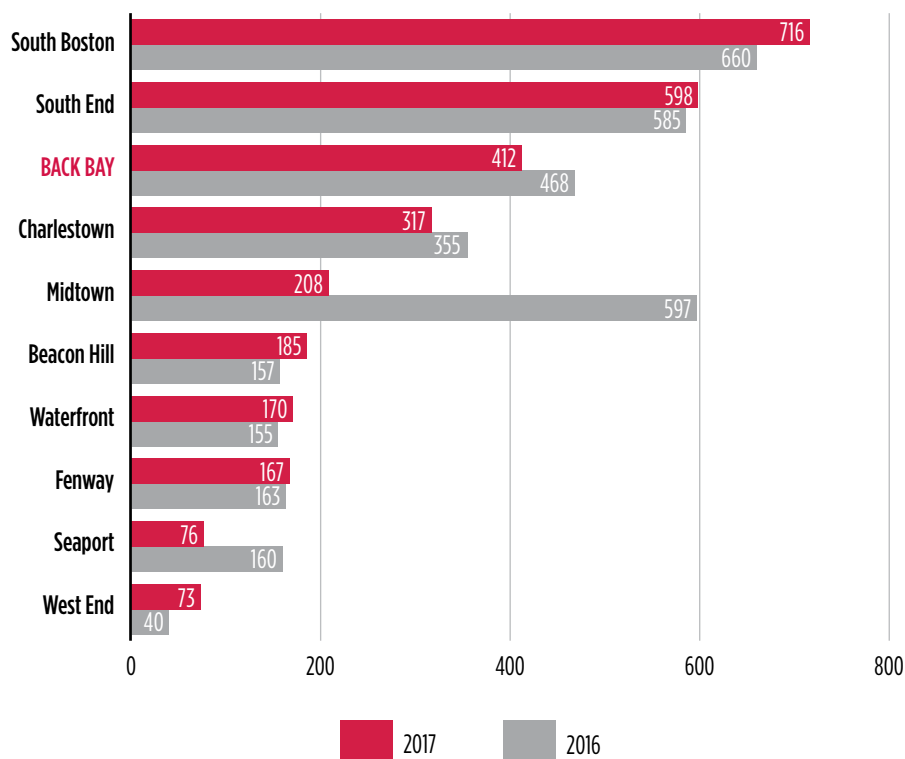
1. Seattle, WA
2. Dallas/Fort Worth, TX
3. Nashville, TN
4. Austin, TX
5. San Francisco, CA
6. **BOSTON, MA**
7. Denver, CO
8. Raleigh/Durham, NC
9. San Jose, CA
10. Salt Lake City, UT

BOSTON'S TOP 10 NEIGHBORHOODS

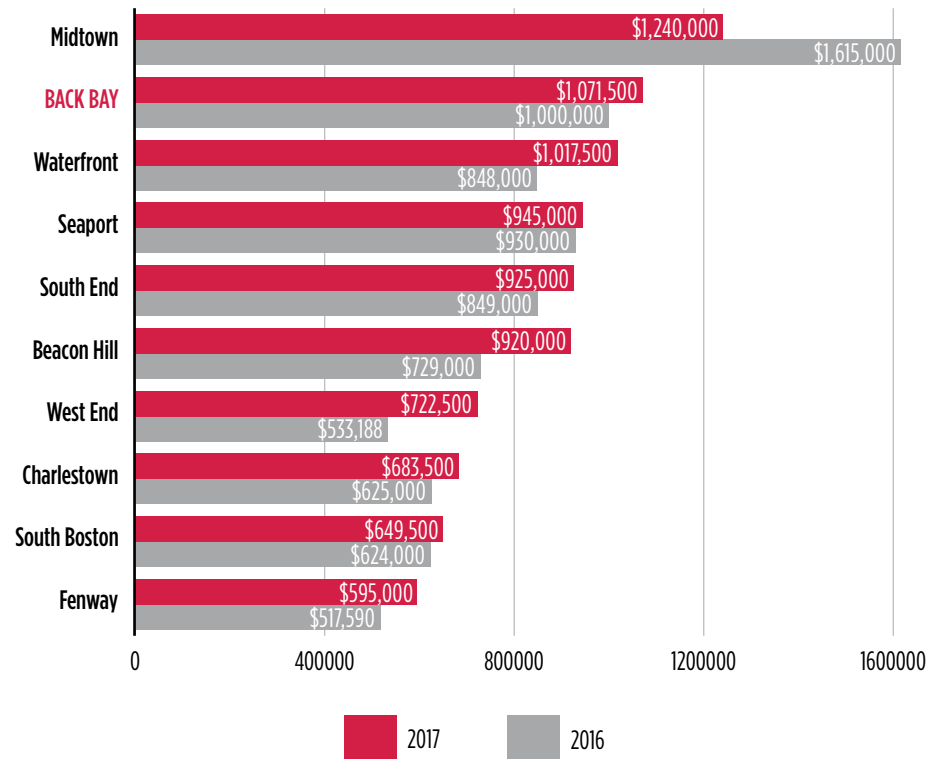
BY NUMBER OF SALES AND MEDIAN SALES PRICE

Back Bay may have dipped in number of sales year over year, but it remains one of Boston's top-performing neighborhoods. After dipping by 6.37% from 2015 to 2016, the area's median sale price increased by 7.15% from 2016 to 2017.

Top 10 Boston Neighborhoods by Number of Sales

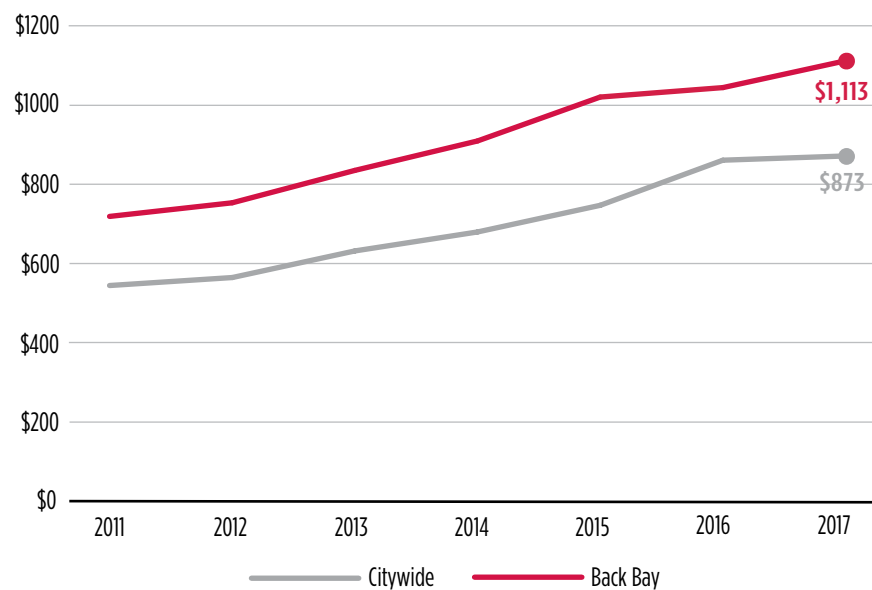


Top 10 Boston Neighborhoods by Median Sales Price



Back Bay vs. Citywide Median Sales Price Per Square Foot

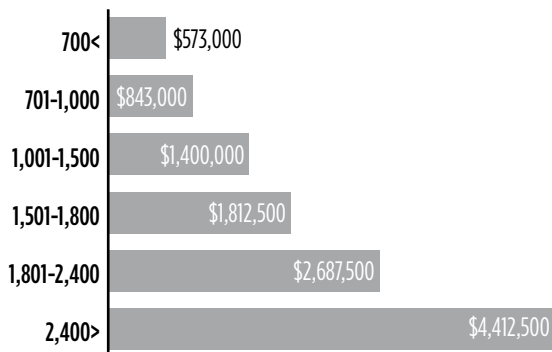
2011 to 2017



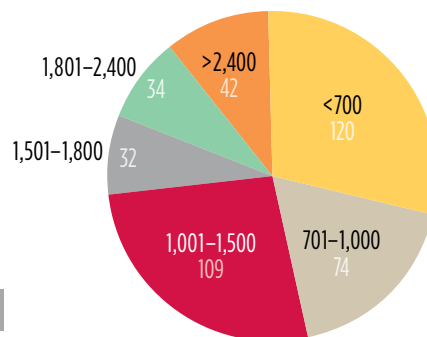
BACK BAY BREAKDOWN

It was a strong year for smaller and medium-sized Back Bay homes. Median sale prices rose for studio and one and two bedroom properties under 1,500 square feet. Two-bedroom homes, which accounted for over a third of total sales, increased by 12% in median sale price.

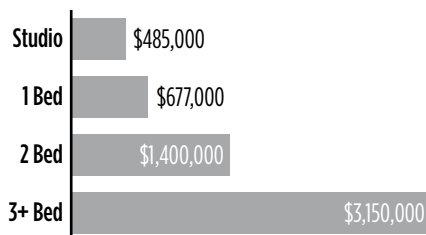
Back Bay Median Selling Price by Square Footage, 2017



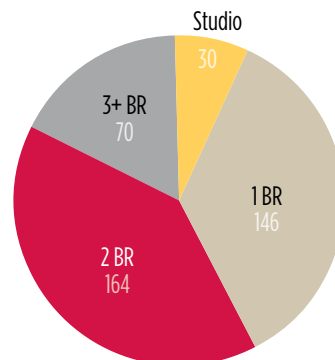
Back Bay Sales by Square Footage, 2017



Back Bay Median Selling Price by Number of Bedrooms, 2017



Back Bay Number of Sales by Number of Bedrooms, 2017



TOP 20 MOST EXPENSIVE BACK BAY SALES IN 2017

	ADDRESS	SALE PRICE	PRICE/SF	TYPE
1	25-27 Commonwealth Avenue # 25	\$17,200,000	\$2,277	CONDOMINIUM
2	6 Newbury Street # 301	\$13,540,000	\$2,221	CONDOMINIUM
3	197 Marlborough Street	\$13,000,000	\$1,716	SINGLE FAMILY
4	448 Beacon Street # 8	\$9,000,000	\$2,212	CONDOMINIUM
5	31-33 Commonwealth Avenue # 3	\$7,650,000	\$2,072	CONDOMINIUM
6	25-27 Commonwealth Avenue # 27	\$7,600,000	\$1,725	CONDOMINIUM
7	Zero Marlborough # 9	\$7,300,000	\$2,199	CONDOMINIUM
8	Le Jardin # 3A	\$7,200,000	\$2,486	CONDOMINIUM
9	225 Beacon Street	\$6,600,000	\$1,034	SINGLE FAMILY
10	Heritage # 702	\$6,500,000	\$2,676	CONDOMINIUM
11	474 Beacon Street # 3	\$5,950,000	\$2,220	CONDOMINIUM
12	Residences at 9 Arlington Street # 2	\$5,750,000	\$2,076	CONDOMINIUM
13	The Mandarin # E9-E	\$5,750,000	\$2,212	CONDOMINIUM
14	474 Beacon Street # 2	\$5,600,000	\$1,815	CONDOMINIUM
15	282 Beacon Street # 9	\$5,600,000	\$1,750	CO-OP
16	191 Commonwealth Avenue # 41/42	\$5,550,000	\$1,136	CONDOMINIUM
17	Trinity Place # 1802	\$5,400,000	\$1,885	CONDOMINIUM
18	29 Hereford Street	\$5,325,000	\$1,425	SINGLE FAMILY
19	321 Beacon Street	\$5,200,000	\$1,171	SINGLE FAMILY
20	54 Commonwealth Avenue # 3/4	\$5,191,000	\$1,325	CONDOMINIUM

*Average price per square foot among the 20 most
expensive Back Bay sales for 2017: \$1,882*

A BACK BAY RENOVATION STORY

CHRIS AND ERICA'S MANSION CONDOMINIUM

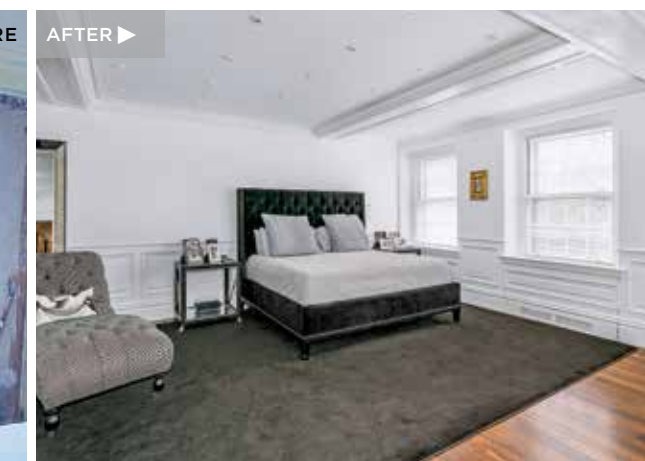
With one toddler and another on the way, Chris and Erica Mastrangelo's growing family demanded more space than their South End duplex could provide. The couple was on the lookout for a diamond in the rough, and that is exactly what they found at 192 Commonwealth Avenue. Today, the Mastrangelos' 2,800 square-foot Back Bay corner condominium is lit up by 20 windows with stunning views of the Mall. But getting the space ready for a growing family was no easy task.

The existing, circa 1925 building replaced the original brownstone, which was destroyed by a fire. Built from terracotta and stone, it's one of the first fireproof residential buildings in the city. Chris and Erica's condominium had not been updated, and its outdated layout was a reflection of life in early 20th century. There was no central air or much of a heating system. The layout was chopped up by a number of walls and small rooms. The kitchen and maids' quarters, still intact, were all the way in the back. Determined to open the space and bring it up to modern living standards, Chris and Erica gutted their new home "to the bricks."

They removed all the lead and asbestos older homes are known for, installed a central heating and air conditioning system, as well as radiant heat throughout all the new, custom-milled American Walnut floors. They moved the kitchen and dining room to the front in place of several bedrooms, and turned the old dining room and another bedroom into a master suite with an impressive walk-in closet and a large en suite master bath, complete with a large steam room. The back of the home now includes a library and office, and another two bedrooms with en suite baths. "It was truly a flip of the entire layout," Chris said. "My daughter's bedroom, the one adjacent to Newbury and Exeter, used to be the kitchen."

The couple didn't skimp on the details, either. While the original building was almost a century old, it had none of the classical detail Boston homes are known for. "All the woodwork you see in the house, all the wainscoting, baseboards, doors, all the millwork we had custom-made," Chris said. "We wanted to keep the traditional Boston sensibility in a transitional style design." The couple added traditional elements like old,





reclaimed mantels and shelves plus a pair of carved lions from another Back Bay home. There are also plenty of modern-day indulgences. All the marble was quarried in Italy, custom-mapped from a solid block of Stautario, the kitchen is decked out in Poggenpohl, and the baths in Waterworks. Nearly 550 low-profile lights brighten the space, and the entire house is smart-wired.

Ironically, some of the unique characteristics that first drew the Mastrangelos to the property also produced the biggest challenges to the renovation process. Because of the urban location and the nature of the building's materials, over 100 tons of rubble had to be brought down manually in plastic bags and dumped into trucks. To make up for the dust and noise, the couple even painted the common hallways and paid to clean their neighbors' homes.

The entire process took just over a year, but the Mastrangelos did it all by themselves. Chris' family has been in the renovation and design business for over 25 years, specializing in brownstone and high-rise condominiums in Greater Boston. As principal of Buildstrong Properties, Chris applied his experience to his own home. "I know every inch of this house," he said. "It was a labor of love. I was here every single day for every nook and cranny." Chris lived by the advice he gave his own clients: "If you want your home to be perfect, you have to put the work in yourself. You can't just rely on a designer or a contractor. You have to be looking and making decisions. There are a million choices to make, right down to a hinge on a door, a knob on a cabinet, or a shade of paint. But when it's done, it's all worth it."



MEET THE REAL ESTATE ECONOMISTS OF CHOICE

The Steven Cohen Team provides expert insight, guidance and representation for discerning residential property buyers and sellers in Boston's Back Bay and adjacent neighborhoods. Our unmatched experience in the local real estate market, long-term approach to customer service, and coordinated teamwork make us an industry leader in Back Bay and beyond.

The team stands ready to answer your real estate questions!



LISTING AGENT AND TEAM LEADER



Steven
Cohen

LISTING AGENT



Zach
Jay

BUYER SPECIALISTS



Barrie
Stavis



Nicole
Spencer

RENTAL SPECIALIST



Josh
Leibowitz

OPERATIONS MANAGER



Tim
McCarthy

TRANSACTION COORDINATORS



Margaret
Marder



Michael
O'Driscoll

MARKETING & COMMUNICATION



Bruce
Withey



Anastasia
Yefremova



Ronnie
Lee



SPOTLIGHT ON BRUCE WITHEY

MARKETING DIRECTOR

Bruce has been with the Steven Cohen Team since its inception in the fall of 2005. He served for over 10 years as Marketing Director at what is now Gibson Sotheby's International Realty. When Steven founded the Boston Metro office of Keller Williams Realty, Bruce took charge of team marketing. His creative background includes designing the original Smartfood bag—the first mainly black food package—as well as developing Annie's All Natural packaging and “Bernie” the bunny logo. His design and advertising experience, coupled with a love of real estate, made his new position a natural fit.

Over the years, as the Steven Cohen Team grew, Bruce's responsibilities evolved. Currently, he creates the marketing language for the team's listings and oversees the design and distribution of all outbound marketing materials, including postcards and print advertising. Bruce is also heavily involved in the development of the *Stakeholders' Report*, copy editing, managing a number of vendors, and overseeing design decisions. His deep understanding of the team's target market and his appreciation for real estate make him an invaluable asset to the Steven Cohen Team's marketing department.

Bruce and Steven met years ago at a real estate company in the South End and were married in 2004. In addition to raising three kids, Bruce enjoys working out and volunteering at his children's school. “I feel fortunate to have the satisfaction of contributing at work, while still managing our home and the busy lives of a family of five,” Bruce says.

YOU CAN REACH BRUCE VIA:

Phone: 617-861-3636

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NOTABLE BACK BAY SALE

224 MARLBOROUGH STREET #1 CONDOMINIUM

This sensational two bedroom, two bath home is located in a highly desirable, well-managed building in the heart of Back Bay. The classic living room features a huge bow window, original pocket doors, and custom built-ins. The lovely, formal dining room has a hand-carved fireplace with Italian tiles. This gracious home offers high ceilings, wainscoting, gleaming hardwood floors, and three fireplaces with original hand-carved mantels. The top-of-the-line kitchen has cherry cupboards, granite countertops, a Wolf range, a Sub-Zero refrigerator, and a convenient breakfast bar. The adjoining spacious family room is perfect for entertaining, and offers surround-sound, soffit lighting, built-in cherry cabinets, and a wine cooler. The spacious master bedroom has a sculpted ceiling, a hand-carved fireplace with an original marble hearth, and an en suite whirlpool bath with a shower, dual sinks, slate floors, and a walk-in closet. The second bath has a tiled power shower, and slate floors and countertop. There is plenty of storage, including private space in the basement. A common roof deck offers incomparable panoramic views. We congratulate this home's new owner!

SALE PRICE: \$1,750,000

SIZE: 1,696 sq. ft.

BEDROOMS: 2

BUILT: 1890

BATHROOMS: 2





MEET A BOSTON BUILDING

THE ELECTRIC CARRIAGE HOUSE

Electric cars are by no means a 21st-century innovation. Many people don't realize the late 19th century was a time of fierce competition between electric vehicles and traditional gasoline automobiles. Ultimately, gasoline cars pulled ahead, the main reason being the high cost of building and charging batteries for electric cars. However, by the early 20th century the price of electricity gradually declined and electric companies took it upon themselves to educate the public as to the increasing cost-efficiency of using electrically-driven delivery wagons and trucks.

In the fall of 1909, Boston Edison established the Boston Electric Garage Company and erected its headquarters at 321-323 Columbus Avenue, a convenient location close to the business center of the city. The brick Boston Electric Garage had four stories and a basement connected by an automobile elevator, with ample storage and arrangements for charging and repairs of vehicles and batteries. It was just as visually striking a piece of architecture then as it is today, and it was that arresting sense of *je ne sais quoi* that drew the building's current owner, Boston developer Daniel René Safar.

"It stood out on its own," Safar said. "It's a commercial property in a completely residential area. It's not a corner building, but walking down Columbus Avenue, it's impossible to miss." It took Safar three years of careful negotiations to acquire the building, but nothing else captured his attention in quite the same way. "I like to restore things," he said. "Just like people restore antique cars to their original state, I like to restore buildings to how they were many years ago."

The property, still known to many as the Electric Carriage House—even though it has not fulfilled that function for many years—is nothing if not full of history. The George Grow Automobile Company, dealers in "used automobile and motor trucks," had moved into the building by 1913 and transformed it into a salesroom and service station. Since then, the Electric Carriage House has been used mainly as a commercial space. Today, it's a boutique office building with the occasional reminder of its original purpose, such as the generous ceiling heights and hand-milled mahogany detailing. Safar is hoping to



eventually restore some of the building's character and polish some of what time has dulled. As someone who considers himself a "construction artist" rather than just a developer, he is looking forward to putting his own touch on a piece of history.

"It's not about the money," Safar said. "I love this city and I want to make sure that the property I own is a reflection of my legacy. My vision is to create something that people will immediately recognize as Daniel René's work and say, we're not going to destroy it. This building is art."

February 25, 1918.

THE AUTOMOBILE JOURNAL.

21

The Tire Mart

Tire Dealers' Attention !!

HAVE YOU THE TIRE BUSINESS
IN YOUR CITY?

The War Will Double Orders For Good Seconds

We are the largest dealers in New England States of second tires—in fact we do twice the business of any other. This year our business will be doubled. Reports from all cities promise a BIG YEAR for SECONDS.

Let Us Show You How to Get in on This Big Demand

We have a dealer proposition that has never been equalled. It will take a few moments to explain our offer to you. We carry at all times the largest stock of tires in New England.

GEORGE GROW AUTOMOBILE CO.

321-323 Columbus Avenue,

Boston, Mass.

Safar moved from France in 1966. A successful clothing designer for over 25 years, he's always been drawn to design and architecture. He worked in construction for the Local 103 International Brotherhood of Electrical Workers (IBEW) in Boston. In 1974, he developed a building at 235 Newbury Street, where he managed a restaurant, hair salon, and started his own private label men's high-end clothing store, maintaining old and cultivating new relationships with artists and craftsmen from the Old Continent. In 1976, he purchased and transformed 118 Newbury Street into a boutique residential and commercial real estate property, importing high-quality materials from Europe. Daniel took great pride in this accomplishment, and still considers

the Newbury Street building to be a prime example of his signature label. His last project was the 2004 revival of what is now a boutique office building at 109 State Street. Throughout the years, Safar has imported intricate mosaics, delicate frosted glass walls, and stunning handcrafted bronze artwork depicting the history of wine-making and bicycles. His hope is to someday give the same detail-oriented treatment he has applied to all his projects to the Electric Carriage House he now owns.

"I've always been a risk-taker," he said. "You may risk losing if you live your life that way, but it makes you a better person in the end." It makes sense then, that a risk-taker would come to own a building that, in its heyday, was a testament to human ingenuity and a desire to leave behind a legacy that matters.

Sources: "The Commercial Vehicle" November 1909, "Motor Age Chicago" May 1909, "The Automobile Journal" February 1918, "The Horseless Age New York" September 1913, "The Electric Vehicle" by Gojs Mom



SERVICE IN THE SUNSHINE

BACK BAY RESTAURANTS WITH OUTDOOR SEATING

With warmer weather right around the corner, we've compiled a list of local eateries that provide both table service and outside seating options. This resource will help you fully enjoy the great outdoors in 2018, Back Bay style—with a delicious meal and the libation of your choice.



Subscribe to our Stakeholders' Report at stevencohenteam.com/publications and type code **BBEATS** in the comments section to **win a gift card to one of these restaurants:**


- | | |
|------------------------|----------------------------|
| 1 CAFETERÍA BOSTON | 21 SOLAS |
| 7 BACK BAY SOCIAL CLUB | 22 TOWNE STOVE AND SPIRITS |
| 18 THE SALTY PIG | |

Today's restaurant is theater on a grand scale.

— MARIAN BURROS



THE NEXT TIME YOU WONDER “WHERE SHOULD WE GRAB A BITE?”:



1 Cafeteria Boston	American Comfort	279a Newbury Street cafeteriaboston.com
2 Stephanie's on Newbury	New American	190 Newbury Street stephaniesrestaurantgroup.com
3 MET Back Bay	Upscale Steakhouse	279 Dartmouth Street metbackbay.com
4 Piattini	Rustic Italian	226 Newbury Street piattini.com
5 La Voile	French	261 Newbury Street lavoilerestaurants.com/la-voile-newbury
6 Itadaki	Traditional Japanese	269 Newbury Street itadakiboston.com
7 Back Bay Social Club	New American Bistro	867 Boylston Street backbaysocialclub.com
8 Wabora	Sushi	254 Newbury Street wabora.usa.wixsite.com/wabora
9 Kashmir	Indian	279 Newbury Street bostonkashmir.com
10 Snappy Sushi	Sushi	108 Newbury Street snappysushi.com
11 Abe & Louie's	Upscale Steakhouse	793 Boylston Street abeandlouies.com
12 Atlantic Fish Co.	Seafood	761 Boylston Street atlanticfish.com
13 Max Brenner	Chocolate	745 Boylston Street maxbrenner.com
14 Precinct Kitchen + Bar	Contemporary American	154 Berkeley Street precinctkitchenandbar.com
15 Porto	Mediterranean	Ring Road porto-boston.com
16 Puro Ceviche Bar	Latin	264 Newbury Street purocevichebar.com
17 Roost Bistro	Upscale New England Comfort	259 Newbury Street roostbistroonnewbury.com
18 The Salty Pig	American Bistro	130 Dartmouth Street thesaltypig.com
19 Dillon's	American	955 Boylston Street dillonsboston.com
20 Da Vinci Ristorante	Italian	162 Columbus Avenue davinciboston.com
21 Solas	Irish	710 Boylston Street solasboston.com
22 Towne Stove and Spirits	International	900 Boylston Street towneboston.com
23 Bistro du Midi	Southern French	272 Boylston Street bistrodumidi.com
24 The Capital Grille	Upscale Steakhouse	900 Boylston Street thecapitalgrille.com
25 Buttermilk & Bourbon	New-Orleans Inspired	160 Commonwealth Avenue buttermilkbourbon.com
26 Brasserie JO	Classic French Brasserie	120 Huntington Avenue colonnadehotel.com/brasserie-jo
27 Parish Cafe and Bar	Gourmet Sandwiches	361 Boylston Street parishcafe.com

TEN HOME DESIGN TRENDS FOR 2018

THE PINTEREST 100 REPORT

Analyzing the saved content of its 200+ million users, popular image sharing site Pinterest revealed 100 trend predictions for 2018 across ten categories. With over 14 billion ideas in circulation, the “home” category alone has seen 75% growth year over year. Considering Pinners spend 27% more on decor than people who don’t use Pinterest, it’s safe to say these predictions are accurate, and not just a temporary hot trend of the month. Here are the top 10 home trends for 2018, according to the Pinterest 100.



BIGGER THAN LIFE WALL ART

No more blank spaces! From large posters and photographs, to fine art on canvas and hanging tapestries, the trend is to think big! Saves for “big wall art” up by 637% year over year.



PATTERNED PLANTS

Go beyond simple green with naturally, vibrantly patterned houseplants. Saves for “patterned plants” up by 533% year over year.



MIXED METALLICS

Mix different metallic finishes together to really amp up a space. Saves for “mixed metals” up by 423% year over year.



4

TERRAZZO

A blast from the '70s past, terrazzo flooring, furniture, and decor are back. Saves for "terrazzo" up by 316% year over year.

THE FIFTH WALL

Why think in only four dimensions? Spice up your ceiling to really round up a room. Saves for "statement ceilings" up by 310% year over year.



6

SPA BATHS

Nothing like your very own spa-inspired bathroom to soothe the soul. Soft, fluffy towels, rattan furniture, and bamboo floor mats everywhere! Saves for "spa bathrooms" up by 369% year over year.

BONE INLAID TILES

With maximalism drama and geometric design, bone inlaid tiles will take the most drab piece of furniture straight to fab. Saves for "bone inlay" up by 207% year over year.



8

SOOTHING SAGE

Add a touch of softness and zen calm to any space with a splash of neutral sage paint. Saves for "sage" up by 170% year over year.

HERRINGBONE

Add dimension and modernity to any room with an expertly-laid herringbone pattern. Walls and floors included. Saves for "herringbone patterns" up by 131% year over year.



10

STATEMENT DOORS

Show guests your unique sense of style before they even cross your threshold with a colorful front door or a clever message on a mat. Saves for "colorful doors" up by 121% year over year.



5



7



9

SOCIAL SPRING

A BACK BAY SOCIAL CALENDAR

Are you feeling cabin fever after months of cold weather? Here's a list of fun neighborhood activities to get you out of winter hibernation and put a spring back in your step. From theater performances to exhibitions to food festivals, Back Bay offers events for everyone to enjoy.

R E C U R R I N G

BOSTON PUBLIC LIBRARY: Central Library Art & Architecture Tours	M 2:30pm; Tu, T 6pm; W, F, Sa 11am; Su , 2pm	BPL Copley
YOGA: COMMUNITY CLASS \$5 SLOW FLOW	Every M 2–3:30pm	Yogaworks Back Bay

M A R C H

VIRGINIA WOOLF'S ORLANDO	2/23–3/25 W, Th 7:30pm; F, Sa 8pm; Sa , Su 3pm	The Lyric Stage Company
TEEN OPEN MIC: Spoken Word Poetry (ages 12–18, competition for \$50 prize)	3/2 3–4:45pm	BPL Copley
CHAMELEON ARTS CHAMBER SERIES: Immortal Notes and Tuscan Air	3/3 8pm 3/4 4pm	First Church in Boston
LEO'S LAB: A Tasting by Tico's Boston	3/6 7–9:30pm	Tico's Boston
BOURBON AND BACON FEST: Boston	3/10 2–8pm	The Castle at Plaza Park
NIGHT OF EXCELLENCE	3/10 7–11pm	Fairmont Copley Plaza
EXHIBITION — LA SERENISSIMA: Views of Venice	2/28–3/11 9am–6pm	Childs Gallery
COMPAÑÍA EVA YERBABUENA	3/11 8–10pm	Berklee Performance Center
THE POLITICS OF CHOCOLATE: A Reading & Tasting with Dr. Kristy Leissle	3/15 7pm	Trident Booksellers & Cafe
2018 BCYF SPELLING BEE	3/17 10am	BPL Copley, Rabb Hall
NEW ENGLAND ENDOMETRIOSIS MARCH	3/24 9am–12pm	Boston Common
WCRB CLASSICAL CARTOON FESTIVAL	3/24 10am–4pm	Boston Symphony Hall
BOOKS AND BLOOMS WITH ALICE'S TABLE	3/22 6:30pm	Trident Booksellers & Cafe
AUTHOR TALK: Joseph Rosenbloom, Author of Redemption: Martin Luther King Jr.'s Last 31 Hours	3/27 6–7:30pm	BPL Copley, Rabb Hall
LOWELL LECTURE SERIES: Terry Tempest Williams	3/29 6–7:30pm	BPL Copley, Rabb Hall

A P R I L

THE ART OF REVOLUTION: Protest Posters from May 1968 (Graphic Art Exhibition)	4/3–5/1	The French Cultural Center
LOWELL LECTURE SERIES, AUTHOR TALK: Ryan Sallans	4/5 6–7:30pm	BPL Copley, Rabb Hall
ANNA CHRISTIE	4/6–5/6 W, Th 7:30pm; F, Sa 8pm; Sa, Su 3pm	The Lyric Stage Company
BOSTON PHILHARMONIC: Interpretations of Music: Lessons for Life	4/7 10am–12pm	BPL Copley, Rabb Hall
COMMONWEALTH SHAKESPEARE COMPANY GALA	4/7 6pm–12am	Taj Boston
CHAMELEON UP CLOSE: Scott Woolweaver and Mark Holloway, viola & Vivian Choi, piano	4/8 4–6pm	Mary Norton Hall at Old South Church
TRIDENT STORY SLAM SEMI-FINALS	4/10 6–9:30pm	Trident Booksellers & Cafe
NEW ENGLAND ROCKS: Historical Geologic Wonders	4/11 6–7:30pm	BPL Copley, Commonwealth Salon
MARATHON MONDAY AT THE MANDARIN	4/16 12:30–6:30pm	Mandarin Oriental
THEATER SKILLS FOR TEAMBUILDING	4/17 6–7:30pm	BPL Copley, Kirstein Business Library & Innovation Center
CHAMELEON ARTS ENSEMBLE PERFORMS BEETHOVEN, DEBUSSY & BARTOK	4/21 8–10pm	First Church in Boston
CHAMELEON ARTS CHAMBER SERIES: Darers and Dreamers	4/21 8pm 4/22 4pm	First Church in Boston
BOSTON GUITAR ORCHESTRA & JORGE CABALLERO	4/27 7:30pm	First Church in Boston
JAPAN FESTIVAL BOSTON	4/29 11am–5pm	Boston Common
GENE THERAPY FOR RARE DISORDERS SUMMIT	4/30–5/2	Sheraton Hotel

M A Y

LUIS RODRIGUEZ (LECTURE)	5/3 6–7:30pm	BPL Copley, Rabb Hall
WALK FOR HUNGER & 5K RUN	5/6 7am	Boston Common
BERKLEE SYMPHONIC WINDS: Italian Holiday	5/9 8pm	Berklee Performance Center
BERNICE KING: Minister, Attorney, and Daughter of Dr. Martin Luther King, Jr. (lecture)	5/10 6–7:30pm	BPL Copley, Rabb Hall
PLAYTIME ON THE COMMON AND DUCKLING DAY	5/13 10am–1pm	Boston Common
SMALL BUSINESS EXPO 2018	5/17 9am–5pm	Hynes Convention Center, Hall A
JOSHUA REDMAN & BROOKLYN RIDER	5/19 8pm–10pm	Berklee Performance Center
CHAMELEON ARTS ENSEMBLE PERFORMS MENDELSSOHN'S OCTET	5/19 8pm–10pm	First Church in Boston
CHAMELEON ARTS CHAMBER SERIES: Opus Twenty	5/19 8pm 5/20 4pm	First Church in Boston
THE WIZ	5/19–6/24 W, Th 7:30pm; F, Sa 8pm; Sa, Su 3pm	The Lyric Stage Company
WORLD MUSIC/CRASHARTS PRESENT: Kayhan Kalhor and Erdal Erzincan	5/20 7:30pm	Berklee Performance Center
BOSTON FANTASY FEST: A Fantasy Book Festival	5/25–5/27	Boston Park Plaza Hotel
DINNER WITH AN AUTHOR	5/31 6:30–9:30pm	Mandarin Oriental

For a sneak peek at the Summer 2018 Back Bay social calendar, subscribe to our Stakeholders' Report at stevencohenteam.com/publications



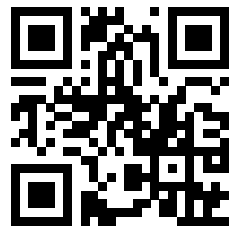
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