

making moves

AS MAIN LINERS READY THEIR NEW HOMES, VACATIONERS SEEK OUT NEW SEASIDE HOTELS AND CELEBRATE A RENOWNED ARCHITECT'S WORKS OF SPLENDOR. BY LAURA MITCHELL AND CHRISTINA PELLEGRINI

With the Main Line real estate market experiencing an uptick in sales this season, realtors have noticed trends in the demographics of the suburban neighborhoods. Lavinia Smerconish (763 W. Lancaster Ave., Ste. 200, Bryn Mawr, 610-520-3708; laviniasmerconish.com), realtor at Prudential Fox & Roach, has received multiple offers on high-end properties in the area; she attributes the spike to incredibly low interest rates and the ease with which people are acquiring mortgages. She also notes that the movers are generally younger families who want to enroll their children for the upcoming school year. "If you're truly coming from out of the area, there is a push to get settled before the end of the summer," Smerconish explains.

PHILADELPHIA ARCHITECT

Horace Trumbauer was at the peak of his illustrious career at the turn of the 20th century, as residential architect for the elite, servicing affluent families like the Vanderbilts and the Wideners. Now, more than a century later, author Michael Kathrens has dedicated 300 image-packed pages to celebrate the modest native whose vision lies behind some of the area's



Cape May's Ocean Club Hotel, a youthful respite on the Jersey Shore

Robert De Niro has stayed at the Rittenhouse Hotel (right).



fortunes were being amassed in Philadelphia and fueled by the Industrial Revolution, and the burgeoning group of plutocrats it created demanded houses to rival those they had enjoyed during their grand tour of Europe. As a master of many different architectural styles, Trumbauer could express the unique personality of each of his clients, a talent we consider essential today but which was unusual at the time. His work has created an indelible mark across the city and countryside, and in notable commercial and institutional structures, as well as many of Philadelphia's most exquisite homes." From his birthplace in the Northeast's Bridesburg section to his late-19th-century Chestnut Street office, Trumbauer has roots deeply embedded in the city. Among his famed works are iconic landmarks like The Ritz-Carlton Hotel and the Free Library of Philadelphia, as well as his collaborative efforts on the Philadelphia Museum of Art.

THE RITTENHOUSE HOTEL (210 W. Rittenhouse

PHILADELPHIA STYLE



WANDA SYKES
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BEST OF STYLE 2012:
What's Hot in Philadelphia

PLUS Ed Rendell, Walter Abrams, Mark Philippoussis

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NIX THE LAST-MINUTE BEACH HOUSE RENTALS and book a stay at one of the Jersey Shore's newly updated boutique hotels. Avalon's Windrift Hotel Resort (105 80th St., 609-368-5175; windrifthotel.com) is unveiling calming beach-toned guest rooms and suites, complete with updated bathrooms, to ring in its 45th anniversary. A newly redesigned rooftop deck, dubbed Level 2, will provide dining and entertainment options for guests, in addition to the hotel's Blue Wave Lounge. The dining facilities at Windrift are known for their award-winning wine selection. Cape May's Ocean Club Hotel (1035 Beach Ave., 609-884-7000; oceanclubhotel.com) is the newest boutique hotel to overlook the Cape May beach and introduces a stylish and youthful option to the smaller, more traditional B&Bs popular with vacationers. Highlights include a poolside bar and a large sundeck outfitted with cabanas, all of which are attached to oceanfront guest suites. **PS**