



## **Northern Liberties Condo: 950MODE.com in Philadelphia, Announce Stylesearch Winner**

*Fred Potok of 950MODE.com, Philadelphia condos, announced Moto DesignShop has won their Style Search design contest.*

Philadelphia, PA, September 05, 2007 --([PR.com](#))-- Pellado Developers 950MODE condo project, in conjunction with Philadelphia Style Magazine, received over 600 votes for their Style Search contest. "Votes were cast online for "Philly's Hottest Designer," said [Fred Potok](#), and Moto Designshop received over 40% of the votes for their design of a 2 bedroom condo at [950MODE.com](#), Northern Liberties newest condominium project. Moto Designshop is a multidisciplinary firm focusing on architecture, interior and furniture design.

"As the winning design firm, Moto will be working with Pelladio Developers to create some of the public spaces at 950MODE.com. New condo buyers will also receive complimentary design services by Moto's team," said Fred Potok, a partner in Pelladio Developers.

### **About the Builder:**

Pelladio Developers combines the vision, talent and expertise of a successful real estate developer-entrepreneur and a 3rd generation builder and craftsman.

Fred Potok began his career in real estate over 25 years ago, as a builder-developer and marketer of luxury condominiums and vacation homes, including some of the largest projects in the East. In 1994, he had a brainstorm idea and invented the 'Floor Decal.' Fred's vision catapulted an industry and created an entirely new form of advertising. He soon founded Floorgraphics, Inc., and during his tenure as President, Fred's company became the fastest growing in-store media business in history, ranked the 11th fastest growing private company in America, by Inc. Magazine's 500 of 2003. Fred's passion for creating the 'new,' led him back into real estate and property development. With his colleague and partner, Vincent Uliano, Jr., they founded Pelladio Developers.

Vincent Uliano, Jr. has spent his entire career as a builder and founded his first construction business when he was 18 years old. His talents and expertise lie in managing projects and the people who actually build them—;from the ground up. Vince knows building and construction inside and out. He creates the teams that take ideas and vision, to blueprint and reality. His success includes commercial and residential projects in both downtown and suburban areas, to luxury properties in bucolic settings such as Bucks county. Vince's eye for aesthetics, practical knowledge, European training and hands-on experience are a winning combination.

Together, Fred and Vince bring over 50 years experience to their projects, building and marketing properties in Pennsylvania, New York & New Jersey from residential buildings to luxury homes.

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