

American Standard, GROHE Fixtures Bolster Contemporary Look at The Alexander in Philadelphia

With its historic charm, trendy restaurants and active nightlife, Philadelphia has become an attractive home for droves of young professionals. As a result, numerous urban living complexes have sprung up to accommodate this influx of people. One of the most recent is The Alexander, a 34-story, 258-unit luxury apartment complex completed in January 2018, which offers a host of contemporary amenities and features.

A plethora of living options are available, from studio apartments to penthouses and townhomes. Amenities include an indoor pool, community clubroom, fitness center and a rooftop observation deck. Oversized windows allow light to stream in and reveal picturesque views of the city in select apartments. A common area allows residents to mingle and get to know each other. Included here is the stylish [Concetto single-handle kitchen faucet](#) from GROHE, complete with an adjustable flow rate limiter and 360° swivel spout for ultimate convenience.

Inside the units, wood-plank style flooring instills a feeling of spacious opulence, while the kitchens impress with quartz countertops, espresso cabinetry, stainless-steel appliances and tile backsplash. The transitional lines of the American Standard [Colony Soft high arc pull-down kitchen faucet](#) add to this high-style setting. This single-handle faucet offers clean, soft design lines which augment its optimum functionality that includes a swivel spout, pull-down sprayhead with adjustable spray patterns, memory position valving that provides water at the user's preferred temperature and an ADA-approved lever handle.

To enhance the feeling of novelty permeating every square inch of the complex — including the luxurious apartment bathrooms — project principals selected a combination of American Standard and GROHE fixtures and faucets. “The architect on the project, BLT*a*, specified fixtures to match the complex's contemporary design goals,” explained Ed Breen of Martin & Smith Inc., a manufacturers' representative agency for American Standard. “Since Philadelphia is popular among young professionals, the architect wanted to refrain from older, stale designs and instead emphasize a hip, modern aesthetic.”

In the showers, [Serin trim kits](#) from American Standard espouse freshness with stoic lines and graceful function. Their unadorned, minimalist design does not compromise on features, which include an adjustable, three-inch showerhead, ceramic disk valve for smooth handle operation and drip-free performance, and a hot limit safety stop to protect the user from accidental scalding.

The [Concetto single-handle bathroom faucet](#) from GROHE further highlights the modern design setting with its super-slick construction and high-tech features. GROHE EcoJoy technology caps the faucet's flow rate at 1.2 gallons per minute (gpm) without jeopardizing the feeling of a generous water stream. Operation is smooth and precise with GROHE SilkMove technology, and dirt-resistant GROHE StarLight chrome finish keeps the faucet looking brand new even after years of use.

In addition to the shower and bathroom sink faucets, the [Colony high-efficiency toilet](#) from American Standard offers an elongated configuration with casual design lines that complement The Alexander's bathroom environment. Its flush rate of 1.28 gallons per flush (gpf) uses 20 percent less water than the average 1.6 gpf toilet, meeting stringent U.S. EPA WaterSense criteria. The PowerWash rim in the Colony toilet vigorously scrubs the bowl with each flush, while its exclusive EverClean finish helps prevent the

growth of bacteria, mold and mildew on the surface. The comfortable chair height of the toilet rim and seat make this toilet easy for users of all ages.

These minimalist yet feature-rich bathroom faucets and fixtures complement the rest of this modern complex, providing the rising generation of Philadelphia professionals with living spaces as unique as they are. The Alexander is helping make the “City of Brotherly Love” more welcoming than ever before.



The Alexander living complex in Philadelphia has become a magnet for young professionals who have moved to the “City of Brotherly Love” for its work opportunities, restaurants and active nightlife.



The Alexander, a 34-story, 258-unit luxury living complex in Philadelphia, offers residents a host of amenities, including an indoor pool, community clubroom, fitness center and rooftop observation deck.



The Colony high-efficiency toilet from American Standard offers a PowerWash rim that vigorously scrubs the bowl with each flush. The Concetto single-handle bathroom faucet from GROHE is also shown with its dirt-resistant GROHE StarLight chrome finish that keeps the faucet looking brand new even after years of use.



The Concetto single-handle kitchen faucet from GROHE includes an adjustable flow rate limiter and 360° swivel spout for ultimate convenience.



In this bathroom at The Alexander, an American Standard Colony high efficiency, elongated toilet offers users a clean, transitional design along with multiple hygienic and efficient features, including a flush rate of only 1.28 gpf. In the shower, stoic lines and graceful function characterize the Serin shower trim kit from American Standard with its adjustable, three-inch showerhead.



The slickly-designed Concetto single-handle bathroom faucet from GROHE provides smooth and precise operation with GROHE SilkMove technology.



This residential kitchen in The Alexander is shown with quartz countertops and the Colony Soft high arc pull-down kitchen faucet from American Standard, which includes an ADA-approved lever handle and memory position valving that provides water at the user's preferred temperature.



Everything from studio apartments to penthouses and townhomes offer residents contemporary opulence at The Alexander living complex in Philadelphia. In this bedroom, large windows offer picturesque views of the city, as well as extra light to brighten the space.



The lobby of The Alexander in Philadelphia, a luxury living complex that appeals to young professionals seeking a contemporary-looking abode in the vibrant “City of Brotherly Love.”

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