

Style  
The Washington Post  
Washington, February 21, 2007

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It's an exciting Brooklyn neighborhood of Williamsburg, once a gritty blue-collar, with projects geared toward high-income residents.

### Brooklyn's Hip Replacement: Trading In Cool for Cash

A luxury condo class, the real deal, she notes, tends to be on tracks backing up of 7 a.m. or later to a 120-sq-foot loft-style residence hanging between an island like a small boat. The prices for hip, "I bought the lot and lost. My next move is out of the city."

It's Elbaz, an interior architect, moved there in 2000. His friends are having kids and so one can afford Williamsburg anymore, and he notes how cool is a place dominated by white Manhattanites and hedge-funders' money? "We are becoming like the Hispanics," Elbaz says. "We're all moving."

Elbaz has tracked the gypsy hipsters to Bushwick. Crack and smack gangs once controlled it, but that was yesterday. It's the new land of cool. He's bought an apartment building and is turning it into condos.

And what of today, the builder's next? He sits in an old Italian restaurant and talks with his partner. The brother at the restaurant is a gaffer. He has his eye on a sub-urban apartment, which he will eventually obtain. "I'm not good enough to live next door to you?"

Then he asks, "Where are most of us going to live?"

Then he answers, "Pennsylvania."

## A Condo Tower Grows in Brooklyn

**Hipster Haven  
Loses Its Cool  
As Big Bucks  
Flow in Fast**

By William Powers  
Washington Post Staff Writer



The Williamsburg Bridge once led to a building boom that's now gone down with and quickly followed.

**S**UBURBAN, N.Y. It's a little, almost night-and-day, neighborhood. The buildings are mostly brick and wood, with some squares of concrete. The streets are quiet, and the air is fresh. It's a place where you can see the skyline of New York City from the water. The buildings are mostly brick and wood, with some squares of concrete. The streets are quiet, and the air is fresh. It's a place where you can see the skyline of New York City from the water.

But something is happening here. The neighborhood is changing. The buildings are mostly brick and wood, with some squares of concrete. The streets are quiet, and the air is fresh. It's a place where you can see the skyline of New York City from the water.

Williamsburg, Brooklyn, once a gritty blue-collar neighborhood, is now a hot spot for hipsters and young professionals. The neighborhood is changing. The buildings are mostly brick and wood, with some squares of concrete. The streets are quiet, and the air is fresh. It's a place where you can see the skyline of New York City from the water.

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