



REAL ESTATE ALEXA



The 20 biggest power players in New York City real estate

VERONICA MAINETTI, 36

President, **Sorgente Group of America**



Photo: TAYLOR JEWELL

Veronica Mainetti stands out not only for being a successful female developer in a male-dominated industry but also for pushing the boundaries of green-friendly luxury real estate development.

Her 60 White Street condominium conversion in Tribeca, where prices now start at \$4.58 million, incorporates a high-insulation envelope to deter hot and cold air; local-sourced wood and marble; and — as testament to her dedication — the elimination of volatile organic compounds, which are extremely common chemicals in building materials.



60 White Street

Photo: VUW STUDIOS

“In luxury building, sustainability and energy efficiency should be the norm because they’re very achievable,” the Italy-born Mainetti tells Alexa. “The more people literally buy into this philosophy, the more inexpensive it is going to become to practice it.”

Her company Sorgente, which has an emphasis on historical preservation projects, also developed 34 Greene Street in NYC and owns the fully occupied Fine Arts and Clock Tower commercial buildings in LA. She hopes to bring a 60 White-style eco building to California in the near future.

Giglio on White Trailer
from Two Penguins PRO

A video player interface for a trailer titled "Giglio on White Trailer" from "Two Penguins PRO". The video content shows a man and a woman sitting back-to-back on a large rock in a grassy field under a cloudy sky. The video player includes a play button, a progress bar showing 03:54, a volume icon, a full screen icon, and a Vimeo logo. On the right side of the player, there are three icons: a heart, a clock, and a share icon.

— Z.K.