



## First Look: Clean and Green

A chic, ecofriendly laundry opens in Chelsea.

By Hannah Novack Published Aug 8, 2012 [Share This](#)

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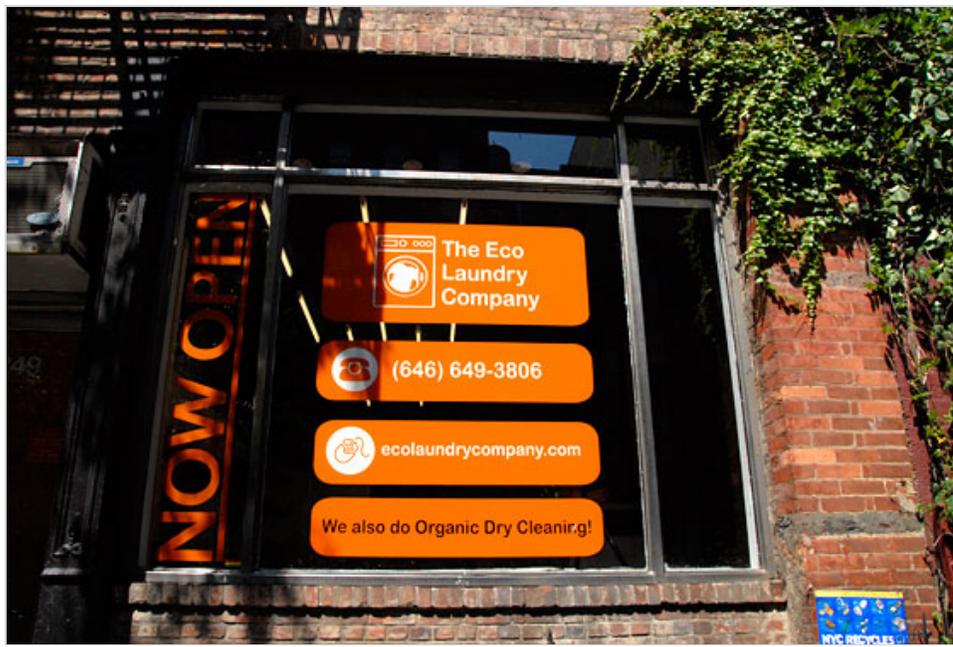
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Phillipe Christodoulou and business partner Jean Calleja have just unveiled the **Eco Laundry Company** (249 West 18th St., nr. Eighth Ave.; 646-649-3806), an environmentally friendly drop-off laundry service in the heart of Chelsea. This is their first New York outpost; Australian-born Christodoulou launched the company back in 2010 when he was living in Buenos Aires.

Photo: Sardi Klein



# Clean and Green



The appliances use significantly less electricity than conventional models and guzzle much less water. Christodoulou and Calleja have stocked the place with biodegradable soaps and detergents for a completely nontoxic experience.

Photo: Jean Calleja



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PS Design LLC planned the space with the environment in mind. The surfaces are made from recycled steel, the fluorescent lights are energy-efficient, walls are coated in oil-free paint, and the linoleum flooring is organic.

Photo: Jean Calleja

A promotional graphic for Vulture's Most Valuable Stars. The background is blue with a sunburst pattern. The text reads: VULTURE'S MOST VALUABLE STARS, Star Power: Who's Got It?, VULTURE RANKS TODAY'S TOP 100 STARS, and SEE THE FULL LIST.

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The space is slick, modern, and completely open. Architect Torsten Schlauersbach says the design was focused on the environment right down to the last detail. They went with local manufacturing companies wherever possible to reduce the carbon emissions associated with transportation, and they kept many of the original fixtures.

Photo: Jean Calleja

A poster for the MOMA exhibition 'Alighiero Boetti: Game Plan'. The MOMA logo is written vertically on the left side. In the center, there is a teal box with the text 'BUY TICKETS ONLINE AND SKIP THE LINE'. Below this, the artist's name 'ALIGHIERO BOETTI' is written in large, bold, black letters, followed by 'Game Plan' in a smaller font. At the bottom, 'THROUGH OCT 1' is written in teal. Vertical ellipses are positioned above and below the main text.

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In a bid to discourage plastic, Christodoulou & Co. treat first-time customers to a logo-emblazoned laundry bag made from recycled, unbleached cotton.

Photo: Jean Calleja



A promotional graphic for New York Magazine's digital content. The main text reads "ENJOY OUR READERS' FAVORITE STORIES." in large, bold, yellow and white letters. Below this, it says "Ready for download in a New York minute". To the right, a tablet displays "NEW YORK MAGAZINE'S MOST POPULAR". At the bottom, there are several magazine covers, including one with the headline "WHEN DID THE GOP LOSE TOUCH WITH REALITY?".