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BIG DEAL

Model Apartments

IT may just be another sign of how weak the rental market has become, but it's apparently quite the vogue to give away a New York City rental apartment as a prize for contestants in national reality TV shows — and even in a local art competition.

"America's Next Top Model" kicked off the trend when James Korein, a New York City landlord, agreed to give a six-month lease at a prewar building, 240 Central Park South, to a contestant in the show's Cycle 13, which wrapped up last November. Laura Sioux Kirkpatrick, the show's runner-up, won a rent-free studio for six months after being voted Fan Favorite by viewers.

Now the Gotham Organization, which puts up the contestants of "Project Runway" at Atlas New York, a 48-story rental tower in the garment district, has decided to offer a one-year lease at one of its rental buildings as a prize. The lease would go to the winner of Season 8, which has not yet started filming. Season 7, which just started showing last month, used six apartments at the building. The free lease would be a way "to strengthen the partnership" between Project Runway and Gotham, according to a statement issued by Gotham.

And finally, Artists Wanted, an artists collaborative based in Brooklyn, will award six months of



RYAN GOBLE/THE CW

RUNNER-UP
Laura
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free living at the Edge, a new waterfront condo in Williamsburg, to the winner of its latest competition, The Power of Self. Contestants must submit a self-portrait, using any medium. The submissions will be judged by a team of arbiters that will include the actor Steve Buscemi; Chris Weitz the director of "Twilight: New Moon"; Helen Hsu, a curator at the Guggenheim Museum; and Sascha Lewis, the founder of Flavorpill, an e-mail cultural guide. The winner will be announced at the end of the month.

Just in case the winner doesn't see a short-term rental in Williamsburg as that much of a prize, Artists Wanted is offering \$7,007 in cash as an alternative.

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