

SUCCESS STORY

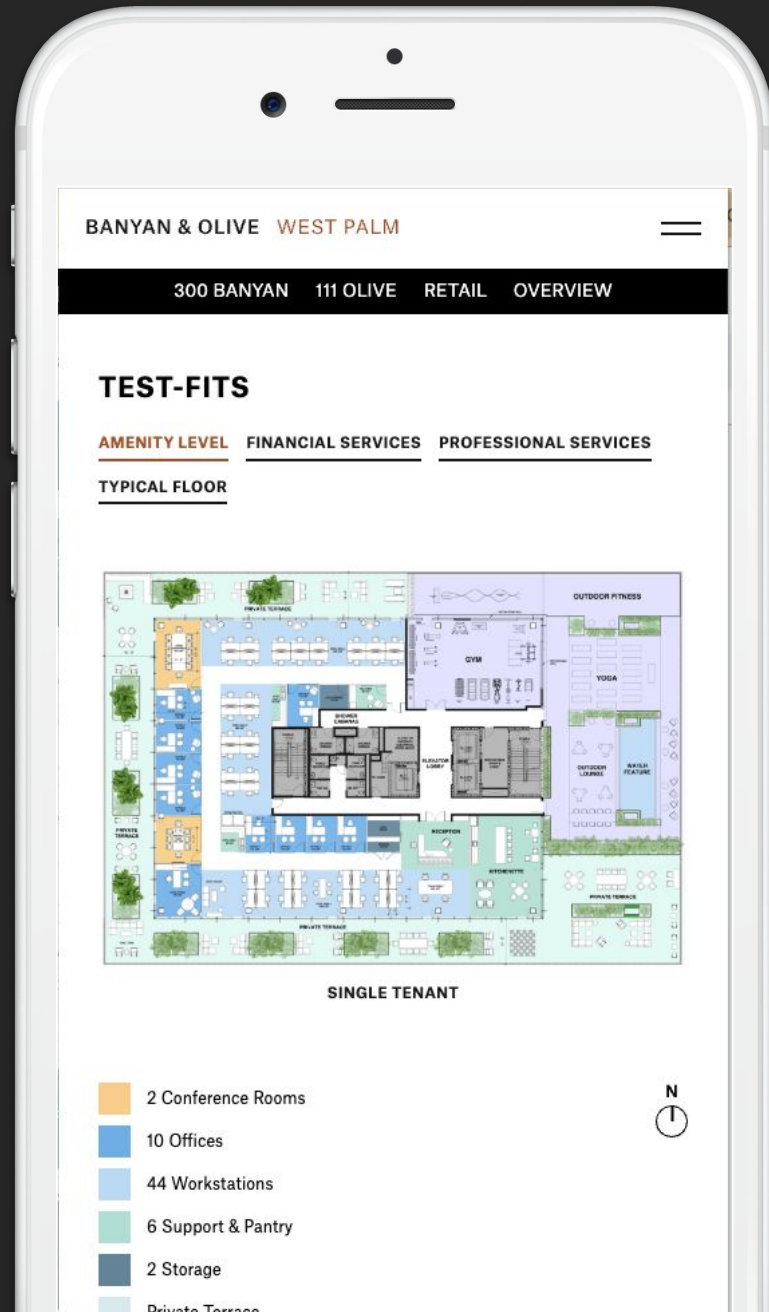
BANYAN & OLIVE

The Brief.

A startup development company of seasoned industry veterans needed to develop a website for a renovated & purpose-built mixed-use property to the Palm Beach market.

The Plan.

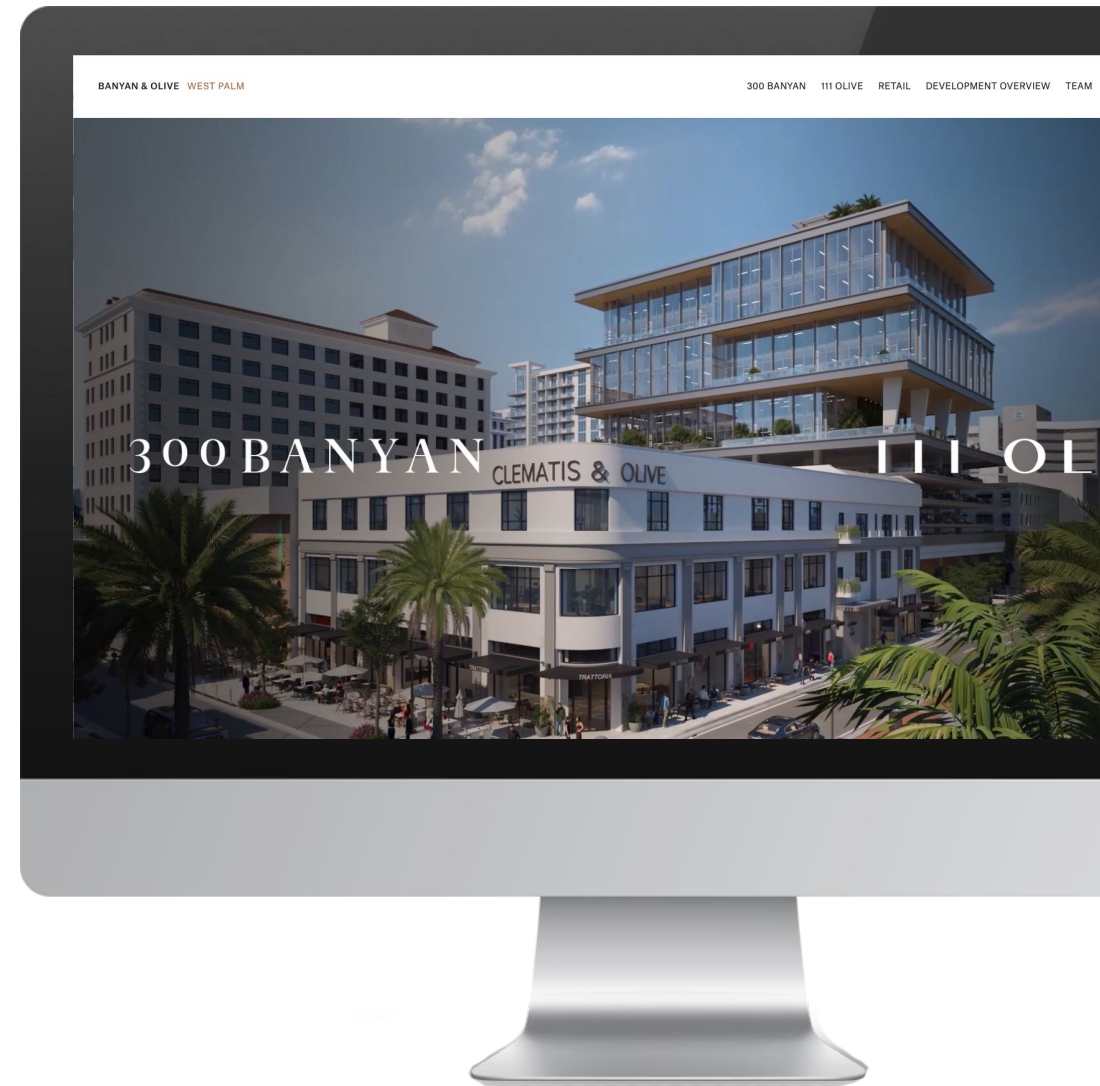
We developed a new website infrastructure and reskinned it with a user interface and graphics that matched up with the brand guidelines.



BANYAN & OLIVE - PALM BEACH, FL

THE RESULTS

A multi-property interactive website to help lease commercial space in two distinct property classes, as well as promoting unique retail space opportunities, as well as public parking.



SUCCESS STORY

VANA PARTNERS

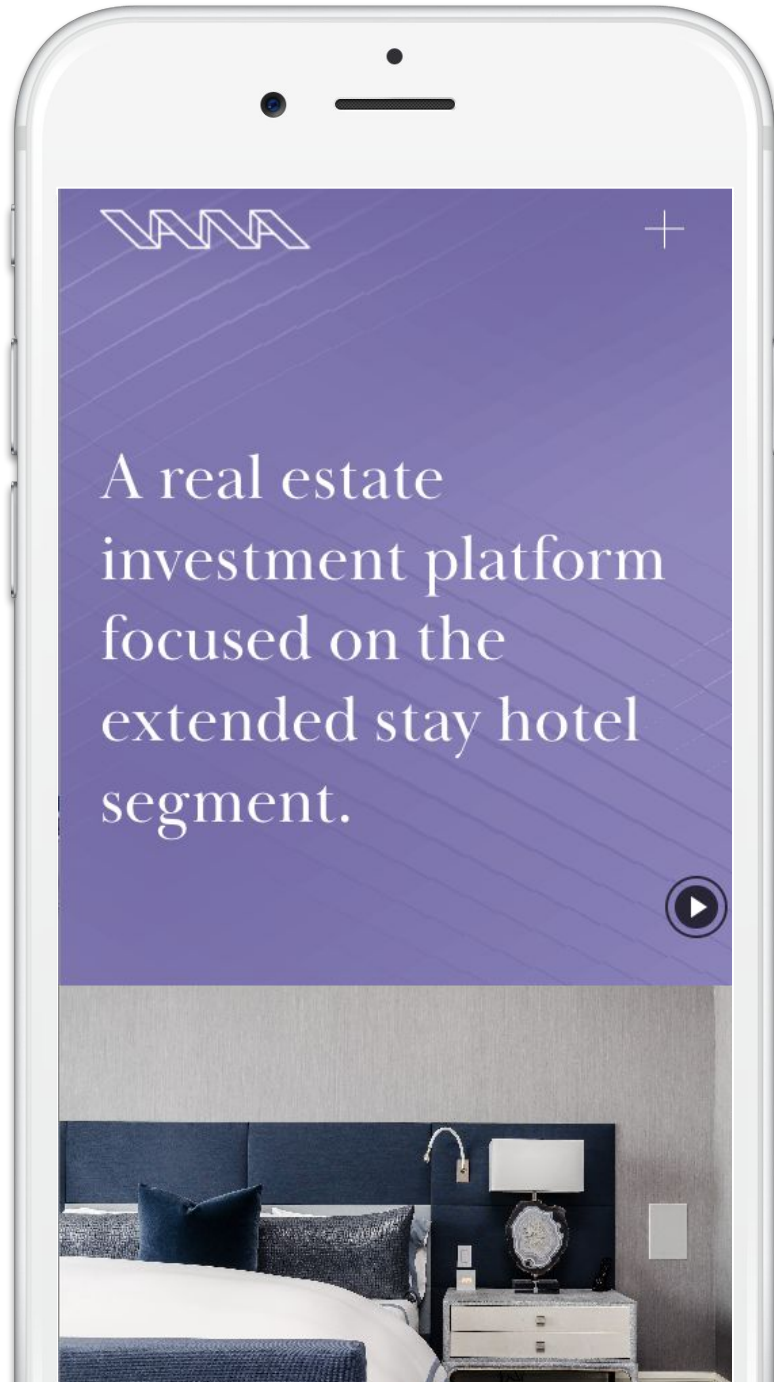
The Brief.

Develop brand and website for startup commercial real estate development company, focusing on extended stay hospitality and commercial properties.

The Plan.

Create a strong brand that is unique and sophisticated as well as produce a simple but dynamic website to establish company as an experienced team in the industry, solicit partnerships, while highlighting projects in development.

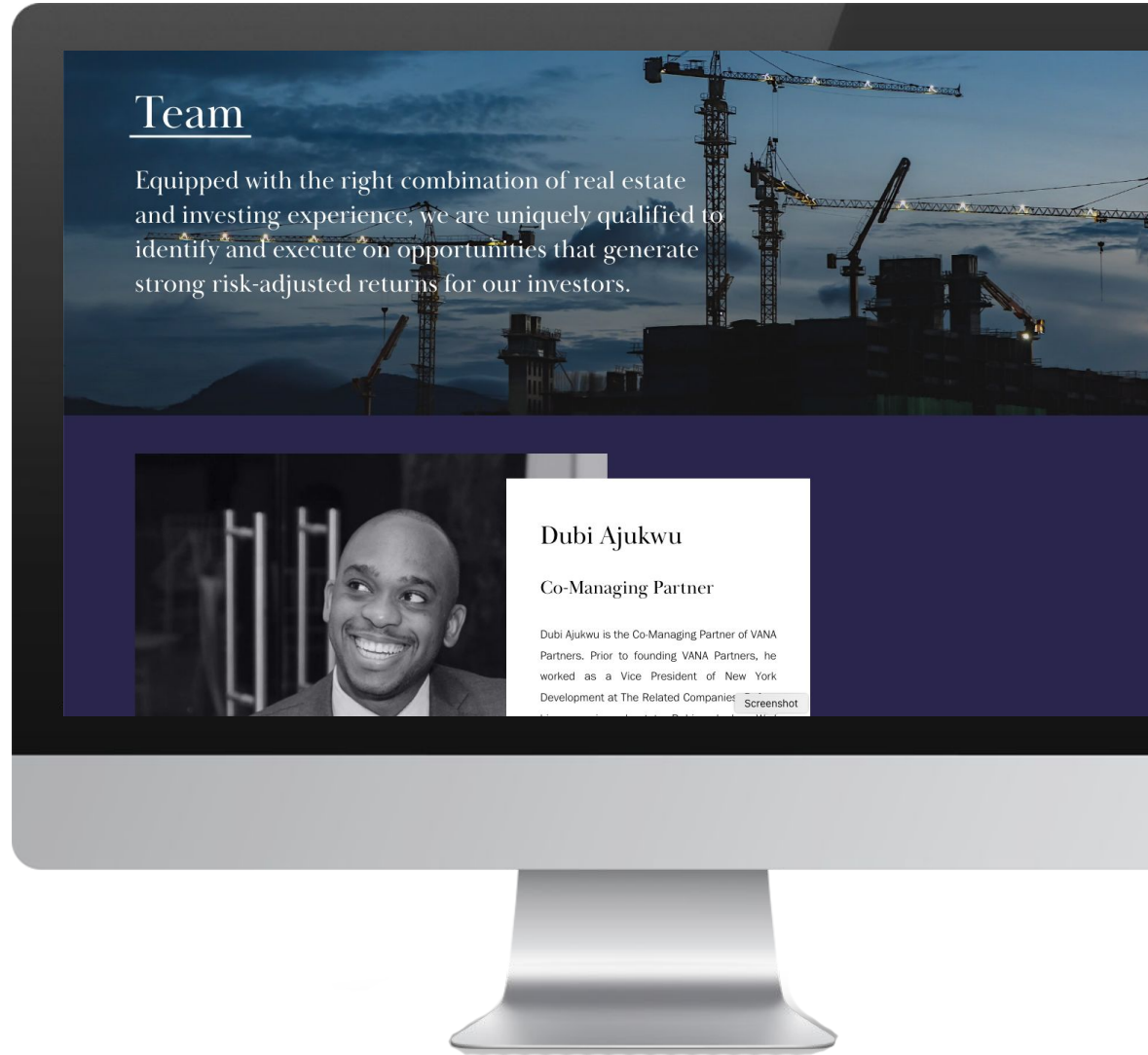
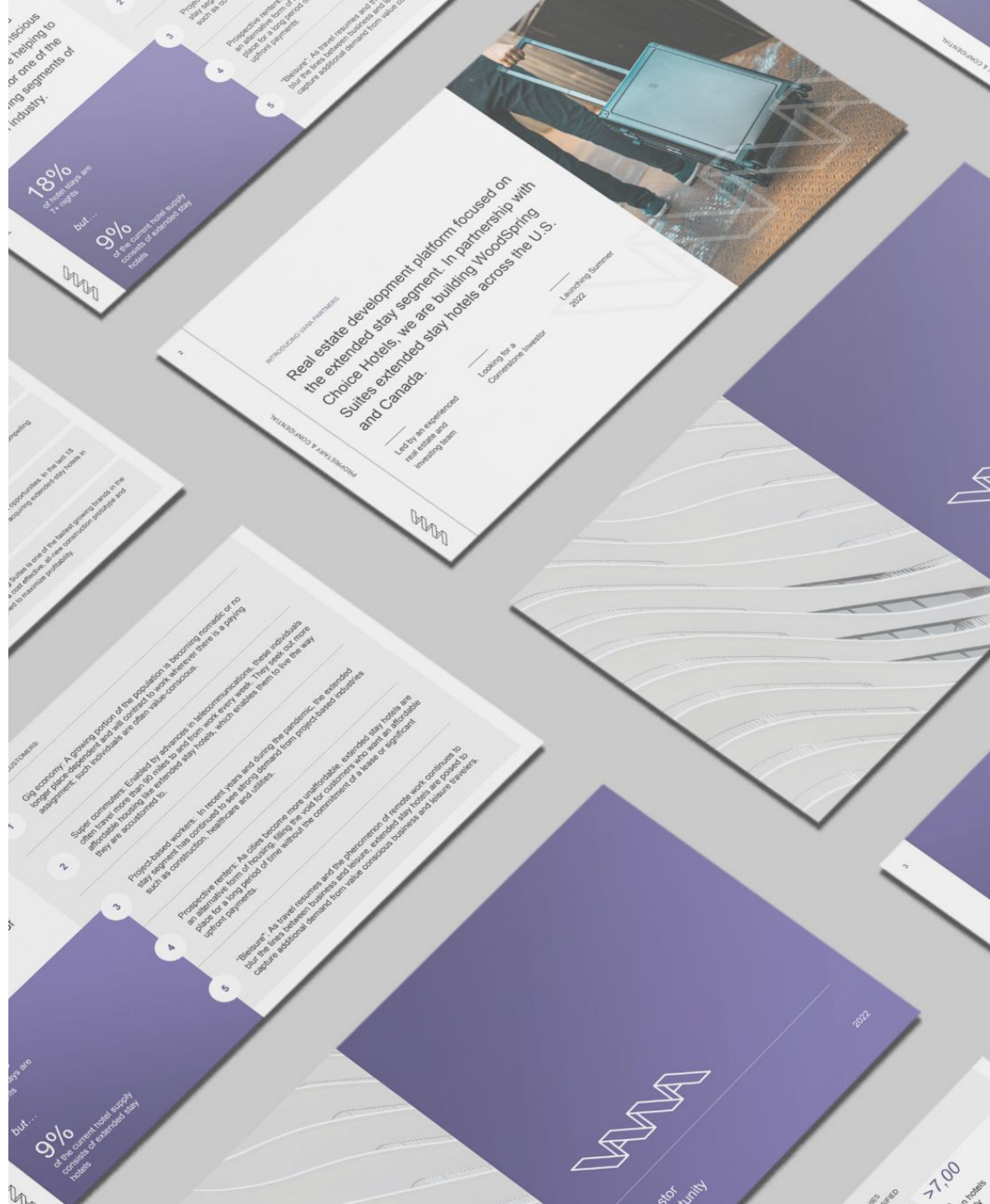




VANA PARTNERS

THE RESULTS

A contemporary and clean brand with high impact color and photography, combined with a simple and easy to navigate website.



Team

Equipped with the right combination of real estate and investing experience, we are uniquely qualified to identify and execute on opportunities that generate strong risk-adjusted returns for our investors.



Dubi Ajukwu
Co-Managing Partner

Dubi Ajukwu is the Co-Managing Partner of VANA Partners. Prior to founding VANA Partners, he worked as a Vice President of New York Development at The Related Companies.

Screenshot

SUCCESS STORY

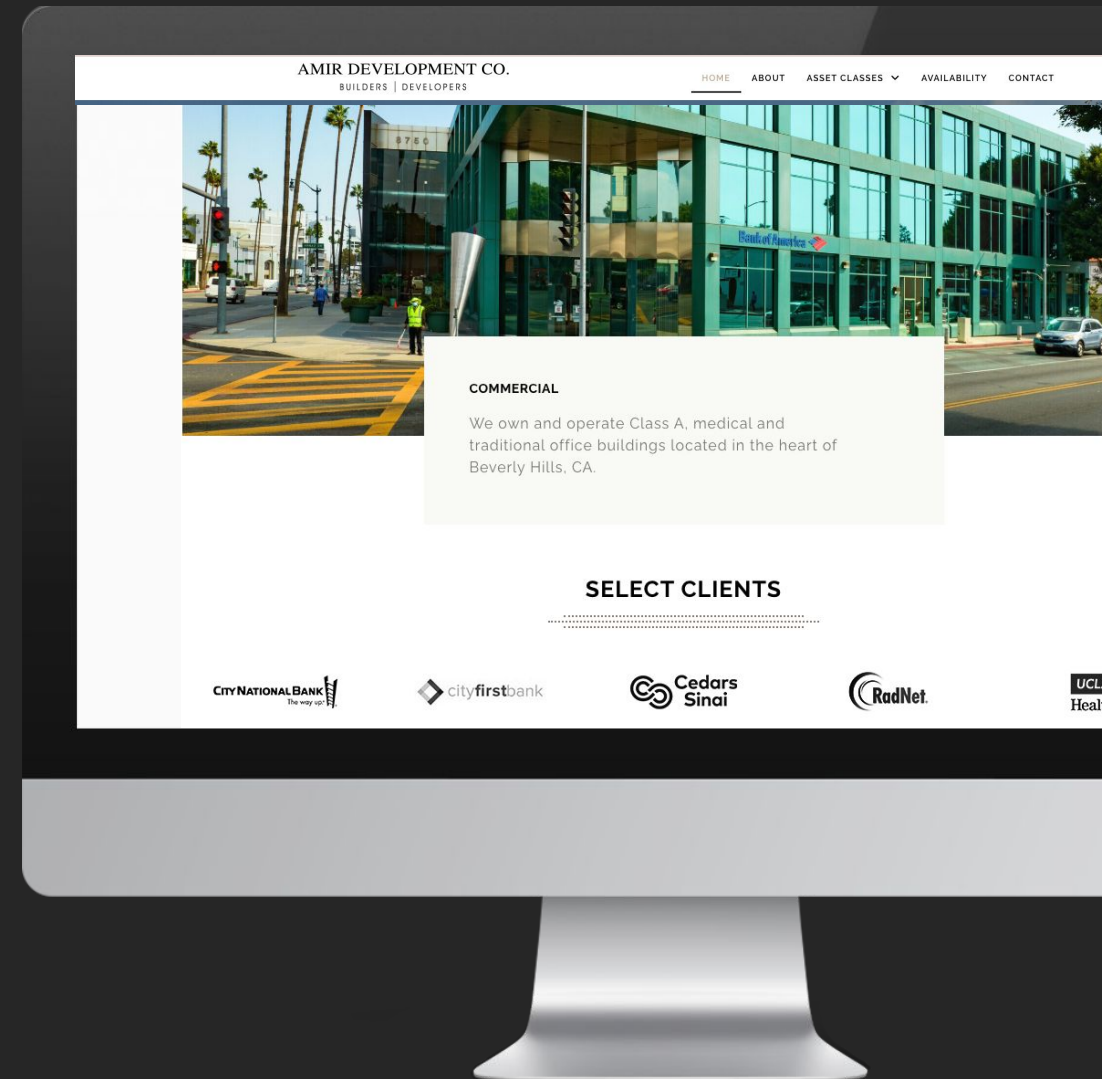
AMIR DEVELOPMENT COMPANY

The Brief.

Legacy commercial and industrial developer looking to refresh online presence with updated branding and website.

The Plan.

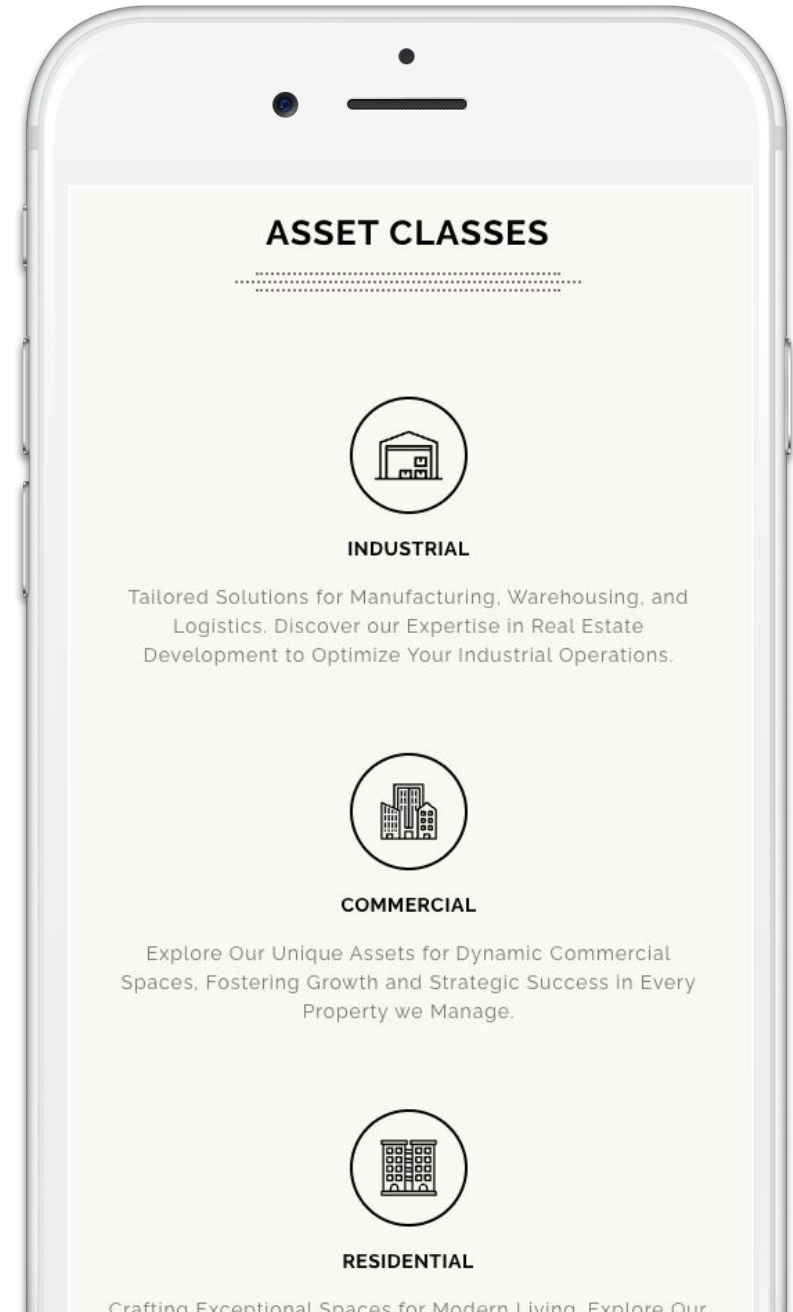
Create a website to highlight broad portfolio of commercial and industrial properties, showcase client partnerships and company history, as well as highlight leasing opportunities.



AMIR DEVELOPMENT COMPANY

THE RESULTS

A simple and elegant portfolio website that showcases properties and depth of experience as well as being easy for client to update as company continues to grow.



SUCCESS STORY

THE POINT LIC

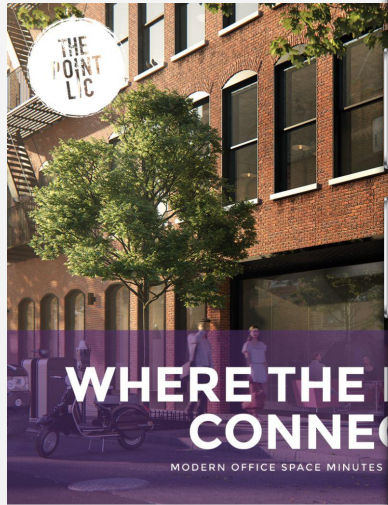
The Brief.

Brand and market a two-building campus consisting of converted warehouses on the edge of New York City.

The Plan.

Create a fresh brand that plays off the grittiness of the surrounding neighborhood and rustic authenticity of the buildings.





THE POINT LIC - NEW YORK, NY

THE RESULTS

We developed a brand direction that included rustic elements and typography to mimic local street art and weathered buildingscapes.

2110 51st AVENUE, LONG ISLAND CITY, NY 11101

BLANCHARD

BLANCHARD is a seven-story, **220,000 square foot**, for **THE POINT LIC**, in the heart of the Hunter's Point South neighborhood, Long Island City at 51st Avenue & 21st Street.

360° VIEWS
Unparalleled view of Manhattan, Queens and Brooklyn

HIGH BRAND VISIBILITY
Adjacent to high-traffic arteries providing visibility to millions of commuters annually

HIGH CEILINGS
11 ft high ceiling heights provide an open work environment

INDOOR/OUTDOOR LOBBY
Unique lobby featuring courtyard amenity space and café/breaktake

[+ DOWNLOAD E-BROCHURE](#)

FOR LEASING INFORMATION

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THE POINT LIC

WHERE THE NEW LIC CONNECTS

THE POINT LIC is a new commercial office and retail community located in the heart of Long Island City, just minutes from Midtown Manhattan. This unique location is made up of two distinct commercial properties, **The PARAGON (130,000 RSF)** and **BLANCHARD (220,000 RSF)** Buildings.

CAMPUS-LIKE SETTING
Adjacent properties provide opportunity to create a unique corporate campus

CONVENIENT ACCESS
Long Island City serves as a gateway to Manhattan, putting Midtown within a moments reach via train, car, or ferry

RENOVATED BUILDINGS
Currently undergoing multi-million dollar capital improvement program for aesthetic and mechanical upgrades

RENT INCENTIVES
Qualified for REAP and other NYC economic incentive programs

LARGE OPEN FLOORS
Buildings both offer large open customizable floor plates, ranging from 18,300 to 35,000 sf

6 MINS TO GRAND CENTRAL
Immediate access to the 7 Train on site provides quick access to midtown

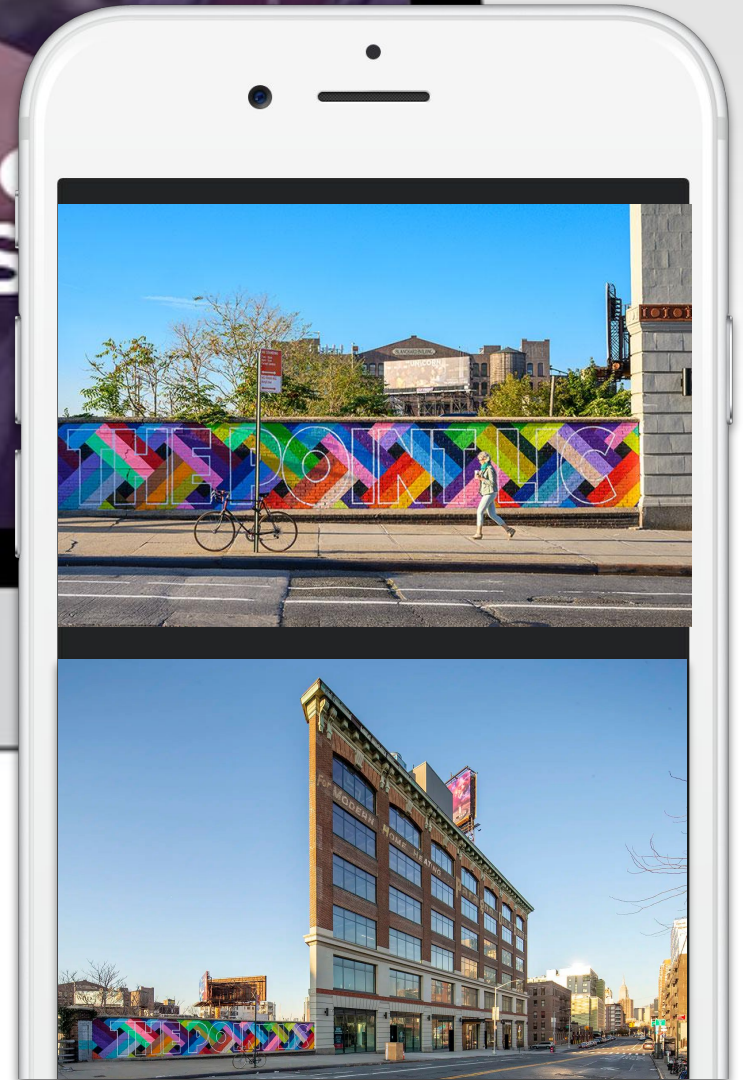
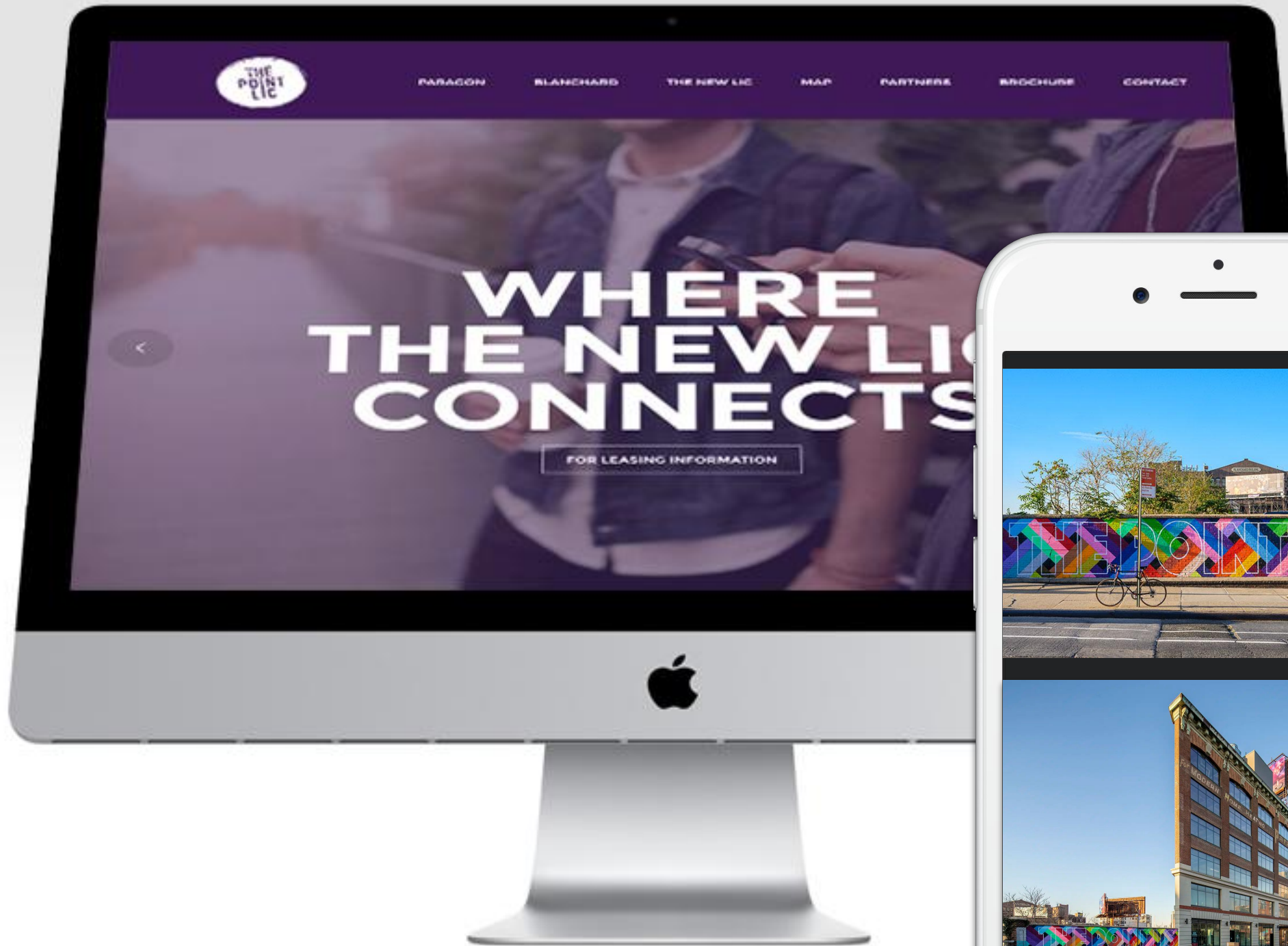
[+ DOWNLOAD E-BROCHURE](#)

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SUCCESS STORY

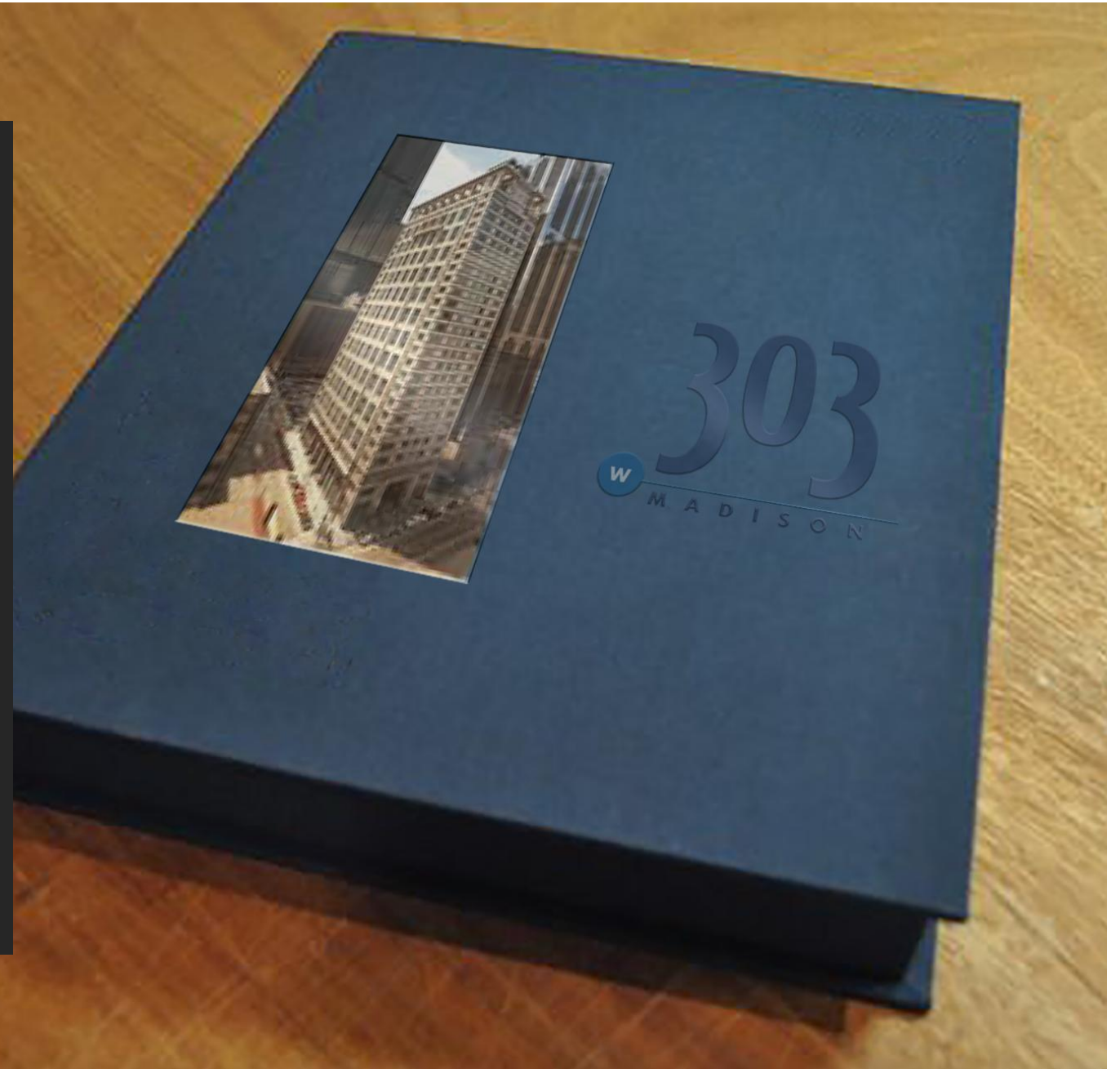
303 WEST MADISON

The Brief.

Creating a brand that can stand up to over a decade of development can be a daunting task. What started as a 9-hole golf course situated where the Chicago River meets Lake Michigan, has become one of the most sought after mixed-use neighborhoods in the city.

The Plan.

Starting almost 20 years ago, we helped conceptualize the entire Lakeshore East brand. From developing the neighborhood logo as well as each individual building brand, all the way to current ongoing marketing materials, we have helped bring Lakeshore East to life.



SUCCESS STORY

LAKESHORE EAST

The Brief.

Creating a brand that can stand up to over a decade of development can be a daunting task. What started as a 9-hole golf course situated where the Chicago River meets Lake Michigan, has become one of the most sought after mixed-use neighborhoods in the city.

The Plan.

Starting almost 20 years ago, we helped conceptualize the entire Lakeshore East brand. From developing the neighborhood logo as well as each individual building brand, all the way to current ongoing marketing materials, we have helped bring Lakeshore East to life.





embrace the elements of pure living
at lakeshore east

LAKESHORE EAST - CHICAGO, IL

THE RESULTS

20+ years later and Lakeshore East is a vibrant thriving neighborhood of residences, offices, and retail. We continue to nurture and breathe new life into this unique community.



SUCCESS STORY

SAILROCK RESORT

The Brief.

When one logo isn't enough, sometimes you have to do fourteen. That was our challenge while developing a brand to help market an entire island in the Turks & Caicos chain.

The Plan.

In order to create a cohesive brand for the island, we began with an overall logo and creative direction for Sailrock at large, then provided a brand system to consist of individual sub-brands for all the various locations around the island. Marketing materials and ad campaigns have a universal quality due to a global target audience.

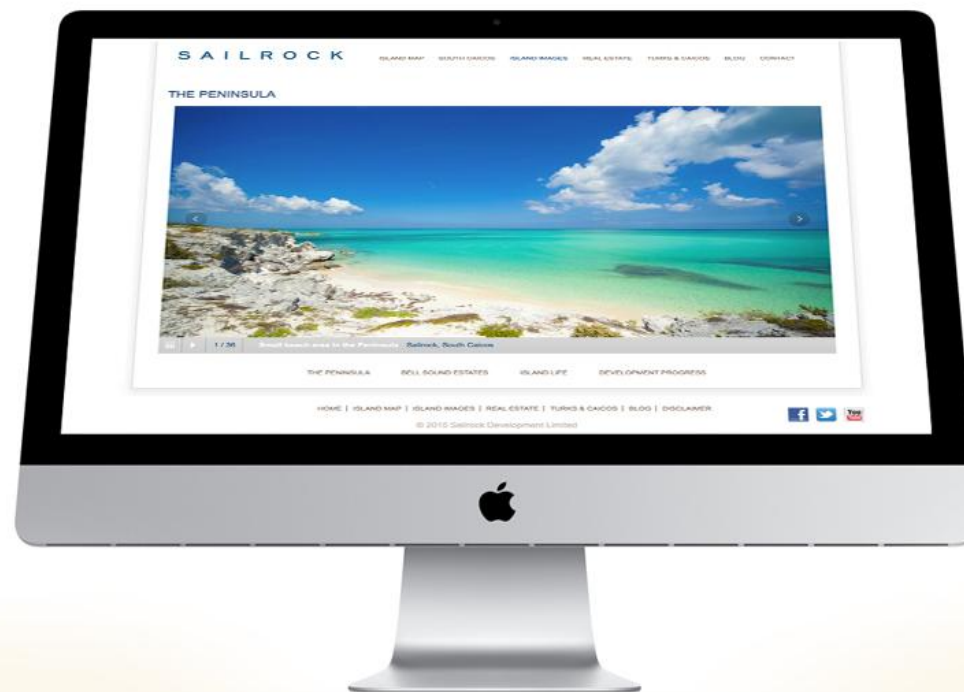




SAILROCK RESORT - SOUTH CAICOS, TCI

THE RESULTS

This one-of-a-kind location has continued to thrive for over 15 years, and we remain dedicated to nurturing and revitalizing this exceptional residential and resort community.



SUCCESS STORY

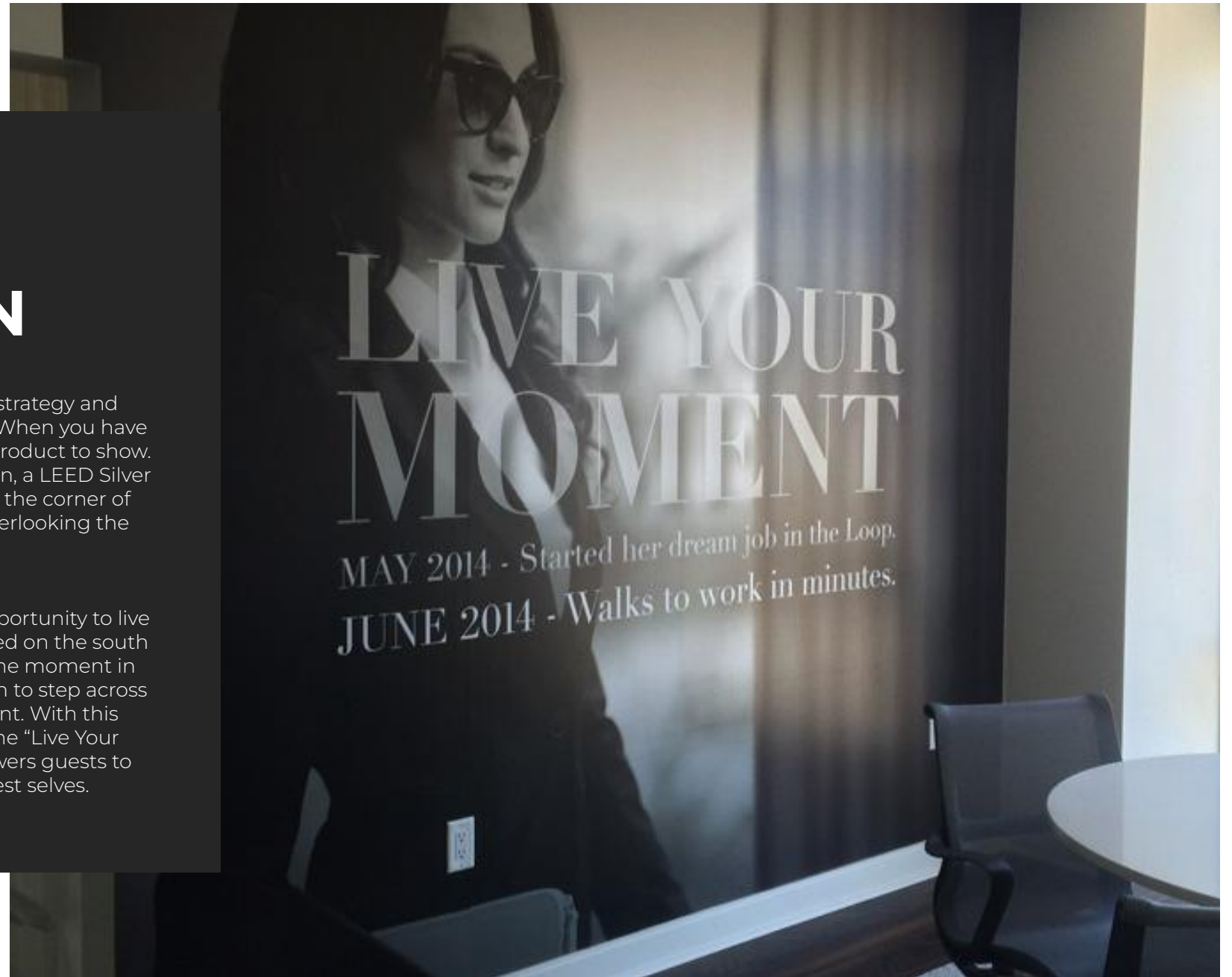
ONE ELEVEN

The Brief.

How do you know when a brand strategy and marketing campaign is successful? When you have 140 leases in 2 months without any product to show. We achieved just that with OneEleven, a LEED Silver 60-story luxury residential tower at the corner of Wacker Dr and Clark St, directly overlooking the iconic Chicago River.

The Plan.

OneEleven represented a unique opportunity to live in a place with style that hasn't existed on the south side of the river. It also represents the moment in one's life that they make the decision to step across the river and into a bigger moment. With this concept in mind, we developed the "Live Your Moment" campaign, which empowers guests to continually strive to be their best selves.





ONE ELEVEN - CHICAGO, IL

THE RESULTS

Launching the building with no product to show, our campaign did a lot of the heavy lifting of creating brand awareness and driving leases. The property has since continued to set records, raising the bar on price per square foot and lease-up velocity. OneEleven has become the market-defining leader for ultra-luxury rental living in Chicago's Loop business district.

SUCCESS STORY

HUNTER'S POINT SOUTH

The Brief.

The City of New York laid out a vision for a new neighborhood in fast-growing Long Island City, Queens. This new neighborhood is being built to house New Yorkers who cannot afford New York's high market rate rentals. There, middle and moderate income residents including teachers, police officers, firefighters, nurses, and others will now have the opportunity to live in first-class housing.

The Plan.

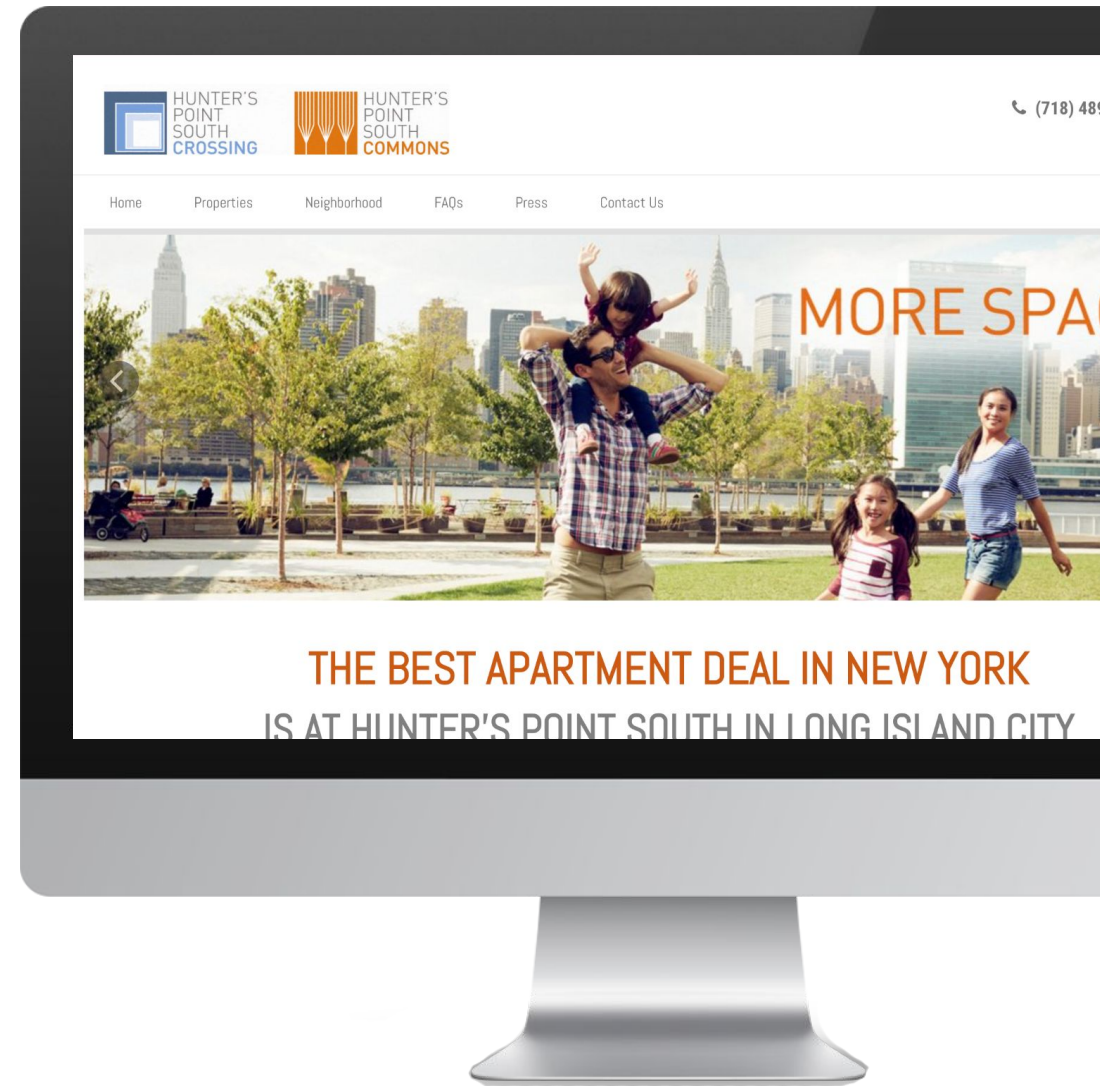
Our job has been to help research the complex target demographics and develop a brand for the first phase of Hunter's Point South which comprises two buildings on the waterfront next to 11 acres of new waterfront parks. The buildings feature a comprehensive amenity package and are certified by Enterprise Green Communities and designated LEED Silver.



HUNTER'S POINT SOUTH - NEW YORK, NY

THE RESULTS

Our brand and marketing campaign helped generate 96,000+ lottery applications in 60 days, which led to a quick lease-up on both the affordable and market-rate components. These two buildings provided proof of concept that led to much wider neighborhood development.



MORE SPACE.
BETTER APARTMENTS. EASIER ACCESS. HEALTHIER LIVING.

THE BEST APARTMENT DEAL IN NEW YORK IS AT HUNTER'S POINT SOUTH IN LONG ISLAND CITY

MODERATELY PRICED RENT STABILIZED APARTMENTS

BRAND NEW Studio, 1, 2, and 3 Bedroom Apartments Full-Service Buildings with Amazing Amenities

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HUNTER'S POINT SOUTH CROSSING
PHIPPS HOUSES DEVELOPMENT LLC

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TOP STORIES
WEATHER
AROUND TOWNS

THE BEST APARTMENT DEAL IN NEW YORK IS AT HUNTER'S POINT SOUTH IN LONG ISLAND CITY

11:06



STABILIZED APARTMENTS

THE BEST APARTMENT DEAL IN NEW YORK IS AT HUNTER'S POINT SOUTH IN LONG ISLAND CITY

646-867-2645
LIVEHPS.COM

PHIPPS HOUSES DEVELOPMENT LLC

SUCCESS STORY

1333/1345 WABASH

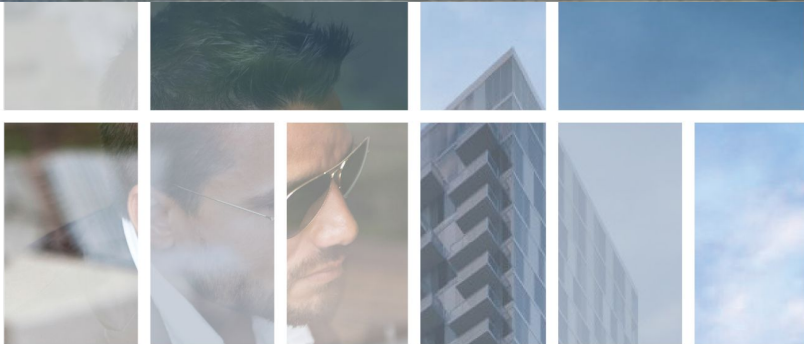
The Brief.

Bringing a new level of product to an untested micro-location proved an interesting challenge. Working with our client, we delivered, not one, but two brands that played to the strengths of its unique architectural features and amenities which ultimately resonated with our target demographics.

The Plan.

Apply sophistication with a contemporary quality to appeal to the local market. We emphasized the proximity to the lake and city parks as well as proximity to The Loop.





- PREMIUM AMENITIES INCLUDING OUTDOOR DECK AND GARDEN
- EXPANSIVE LIVING SPACES
- MODERN ELEGANT KITCHENS
- LOCATED IN THE VIBRANT SOUTH LOOP
- EASY ACCESS TO THE LAKEFRONT, PUBLIC TRANSPORTATION, AND ENDLESS DINING OPTIONS



A REFLECTION OF MODERN LIVING



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LEASING CENTER NOW OPEN
1345 S. Wabash, Chicago Open M-F 10 - 7pm, Sat-Sun 10am - 5pm

LUXURY RENTAL RESIDENCES

Spacious 1, 2, & 3 Bedroom Apartments
Starting at \$1,850 /mo

@1333Wabash | #Explore1333



1333 / 1345 WABASH - CHICAGO, IL

THE RESULTS

By focusing on the unique selling propositions we achieved a quick lease up and stabilization as well as strong sales of the condos. Both brands complimented each other while maintaining their own distinct styles.



SUCCESS STORY

THE GALLERY / EXHIBIT

The Brief.

Brand two separate apartment buildings located in the same historically “art-centric” neighborhood but with two distinct price points and audiences.

The Plan.

Create separate identities that spoke to each other thematically. Each addressed the personality of the clientele as well as the style and interior design of the properties which we developed alongside the architects.



exhibit

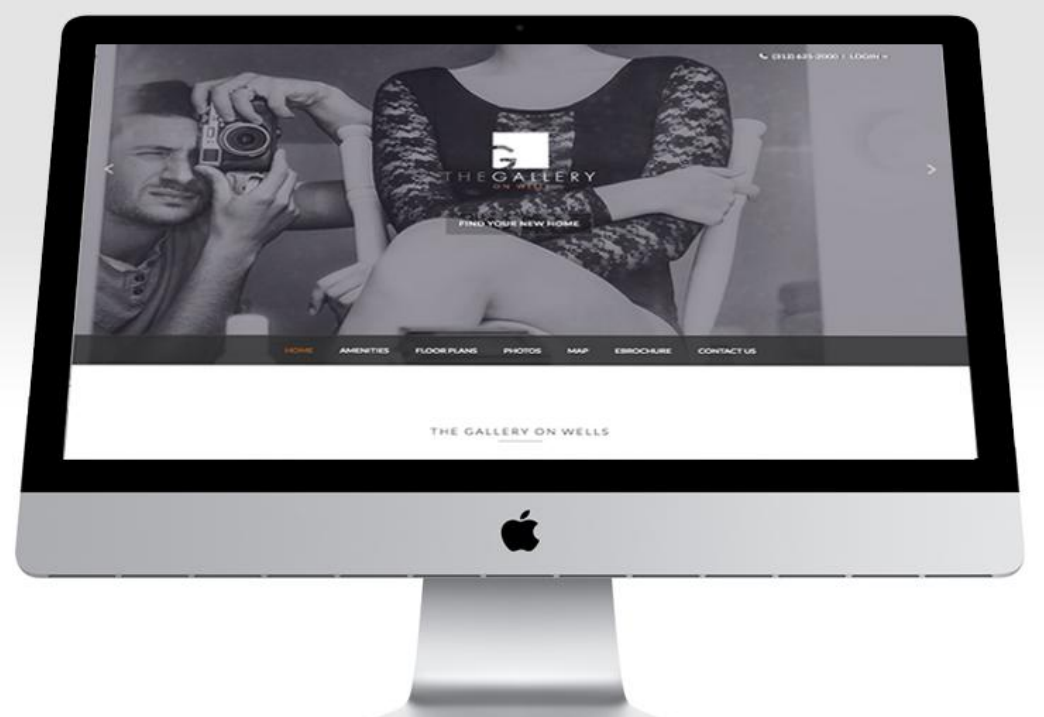
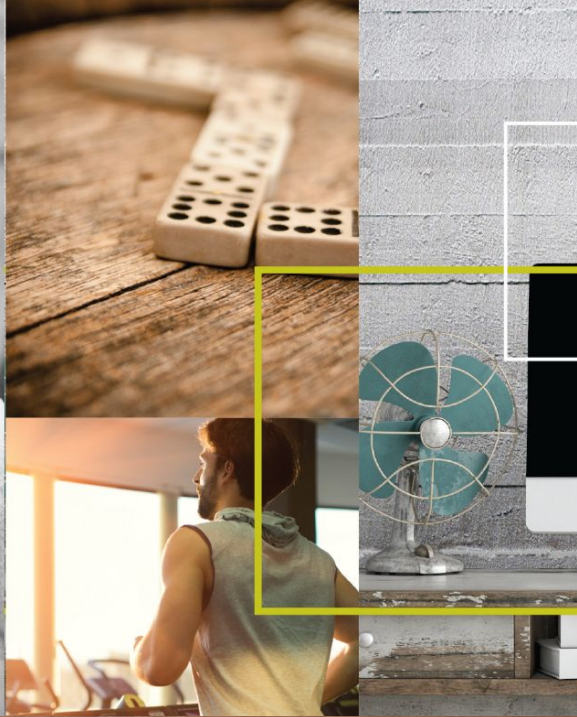




THE GALLERY / EXHIBIT - CHICAGO, IL

THE RESULTS

We took a more sophisticated fine art approach to the higher price point property, while going in a more young urban street art level approach to the entry-level product. Exhibit featured smaller residences while The Gallery was larger, allowing the concept resonated on many levels.



THE ART OF URBAN LIVING

The Gallery on Wells provides an atmosphere where residents can explore their artistic spirit and expand their aesthetic savvy. The 20-story tower offers handcrafted studios, convertible, one, two and three-bedroom rental residences. These stylish apartments are complemented with intimate communal settings and offer panoramic views of River North and Downtown. The Gallery on Wells has truly created the art of urban living.





SUCCESS STORY

TEMPLE COURTS

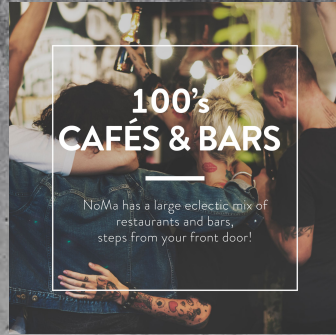
The Brief.

Create a branding system for three new affordable housing buildings on the site of a historically notorious, but proud community.

The Plan.

Develop a new identity that pays homage to the culture and personality of the community while propelling it toward the future. The brands needed to be authentic and aspirational while addressing the history of the neighborhood.

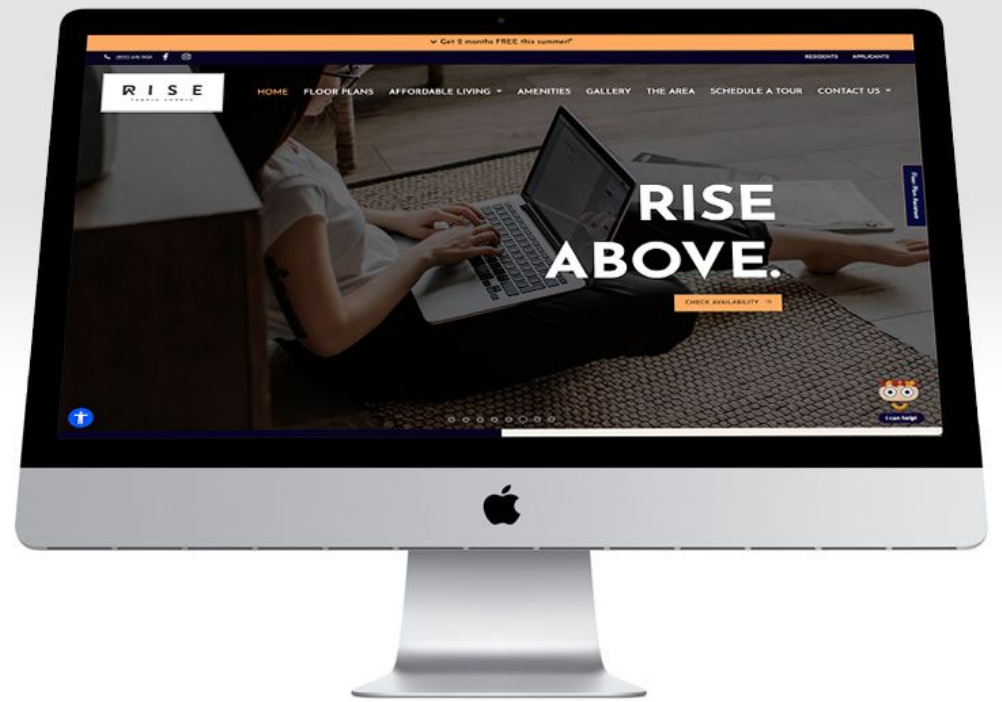




TEMPLE COURTS - WASHINGTON, D.C.

THE RESULTS

We have developed a theme of rebirth, establishment, and advancement. Each building identity reflects a stage in the process, with the first completed building named RISE at Temple Courts, followed by LEGACY at Temple Courts. Phase 3 is yet to be determined but will focus on the future of the neighborhood.



SUCCESS STORY

VISTA/ST. REGIS RESIDENCES

The Brief.

Hospitality operator joined the property and required the existing branding and website be updated to the new hotel brand.

The Plan.

We updated all brand materials from previous VISTA branding that we created, as well as the existing site and reskinned it with a user interface and graphics that matched up with the hotel provided brand guide specifications.

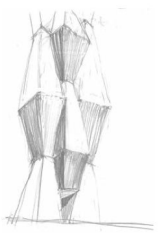


VISTA / ST. REGIS RESIDENCES - CHICAGO, IL

THE RESULTS

A fresh new look and web site that carried through the complex content that existed in the legacy version of the site. We updated the website design within the content management system, allowing the client to make updates as needed.

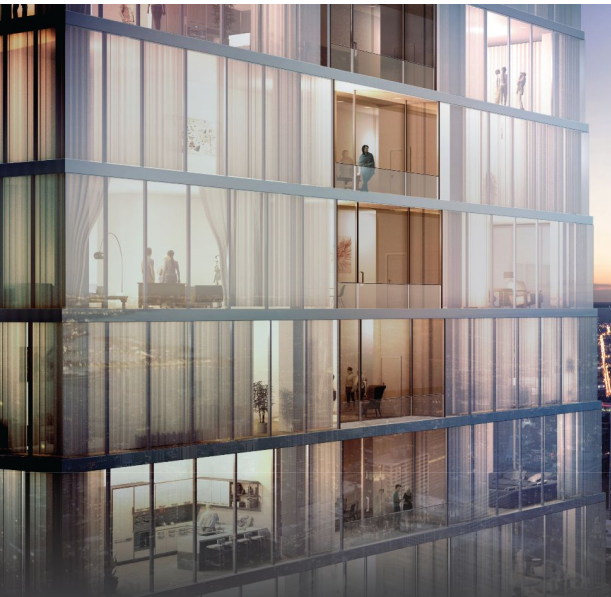




“We take ordinary materials and make extraordinary buildings.”

JEANNE GANG, FOUNDING PRINCIPAL, STUDIO GANG

DESIGNED BY INTERNATIONALLY ACCLAIMED ARCHITECT JEANNE GANG, VISTA'S CRYSTALLINE DESIGN IS INSPIRED BY THE SHAPE OF FLUORITE AND INFINITE BLUES OF WATER AND SKY. RISING 101-STORIES AND OVERLOOKING LAKE MICHIGAN IN CHICAGO'S AWARD-WINNING LAKESHORE EAST COMMUNITY, VISTA WILL OFFER ITS RESIDENTS AN UNMATCHED LIFESTYLE OF EASE AND COMFORT.



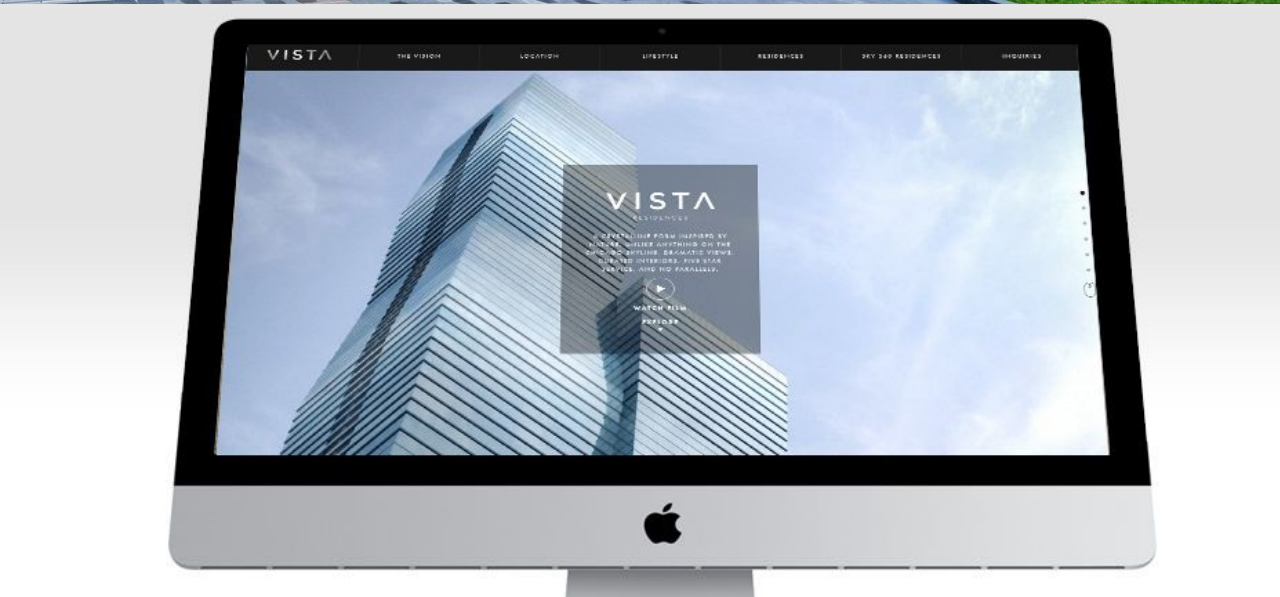
INTRODUCING AN ARCHITECTURAL WONDER SHAPED BY JEANNE GANG OF STUDIO GANG ARCHITECTS.

VISTA

RESIDENCES
CHICAGO

COMMANDING VIEWS | EXQUISITE FINISHES | UNMATCHED AMENITIES
FIVE-STAR WANDA VISTA HOTEL

Be among the first to select from our finest collection of luxury condominiums.



Rising from Lakeshore East, just steps from Chicago's Millennium Park, a 99-story architectural wonder shaped by Studio Gang creates the setting for an unmatched lifestyle. Exclusive residents only amenities await both indoors and out at Club Vista perched on the 47th floor. Glamorous residences feature sweeping panoramic views and only the most exquisite finishes. Be one of the first to live at the finest address in the city.

ONE BEDROOM TO FULL-FLOOR PENTHOUSES
Starting at \$1,000,000

LEILA ZAMMATA
MAGELLAN REALTY
312.997.5390

VISTATOWERCHICAGO.COM

SALES GALLERY: 515 E. WACKER DRIVE, CHICAGO, IL

DEV. LICENSE #2016297 - A DEVELOPMENT BY MAGELLAN DEVELOPMENT GROUP AND WANDA VISTA GROUP

By Appointment

SUCCESS STORY

LPM APARTMENTS

The Brief.

Bringing a new level of product to an untested micro-location proved an interesting challenge. Working with our client, we delivered a brand that played to the strengths of its unique features which surpassed competitors in the market and ultimately resonated with our target demographics.

The Plan.

Apply big city sophistication with a earthy tactile quality to appeal to the local market. We emphasized the proximity to the large outdoors city parks and spectacular views of downtown Minneapolis.



A NEW POINT OF YOU

Brand New
Studio, 1, 2, & 3 Bedroom
Luxury Apartments

RECEIVE 1 MONTH
FREE RENT
on a 12 month lease*



CITY LIVING FROM A NEW PERSPECTIVE

Located at the corner of Spruce Place and 14th Street, LPM Apartments combines luxury living with the best views in Minneapolis. Add to that the endless opportunities that await you with over 40,000 square feet of indoor and outdoor amenities including pool, game room, saunas, a state-of-the-art fitness center and you have a lifestyle that is truly above and beyond.

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Minneapolis, MN MUELLER PROPERTY MANAGEMENT



LPM APARTMENTS - MINNEAPOLIS, MN

THE RESULTS

By focusing on the unique selling propositions we achieved a quick lease up and stabilization. Prospects gravitated towards the new product which stood out from the competition.

RECENT MULTI-FAMILY



WRIGLEYVILLE LOFTS // WRIGLEYVILLE, CHICAGO - DRAPER & KRAMER, INC.

Located in the northern end of Wrigleyville, this modern loft building will feature 90% 1-Bedroom units with an average size of 710 sf. Marketed as a TOD, this property is targeting at a 20-30 something crowd looking for excitement and easy access to the lakefront.



MODA // ST. LOUIS, MISSOURI - DRAPER & KRAMER, INC.

Located in The Hill neighborhood of St. Louis, this urban-infill project will feature 225 residence mix of 1- & 2-Bedroom units with an average size of 750 sf. Featuring an unique hospitality style lobby, Moda will bring downtown style to an historic neighborhood.



BELL TOWER FLATS
ADRIATICA

BELL TOWER FLATS // MCKINNEY, TEXAS - DRAPER & KRAMER, INC.

Located in McKinney, Texas one of the fastest growing cities in the country, Bell Tower Flats is a rebrand of an existing mixed-use lifestyle center. A new name and creative direction helped announce updated amenities and management embracing the one-of-a-kind location.



RISE AT TEMPLE COURTS // NOMA, WASHINGTON D.C. - MRP REALTY, INC.

Located in the NoMa neighborhood of Washington, D.C., Rise at Temple Courts is a rebirth of a community offering brand new inclusive housing opportunity for socially-conscious urban pioneers who aspire to live in a high-quality home with an elevated level of finishes and amenities.



LEGACY
TEMPLE COURTS

LEGACY AT TEMPLE COURTS // NOMA, WASHINGTON D.C. - MRP REALTY, INC.

Also located in the NoMa neighborhood of Washington, D.C. Legacy at Temple Courts is part two of a three phase affordable housing project. 100% affordable residences providing best-in-class services and luxury finishes.