From:	Kate Aufhauser
To:	Reilly, Catherine (ADM)
Cc:	David Carlock
Subject:	Sales Center Window Dressing
Date:	Friday, March 27, 2015 3:00:02 PM
Attachments:	image002.png 2015.03.27_SC_WindowDressing.pptx

Catherine –

Thanks for hopping on today to talk signage. I'm very excited about our project's potential to raise the bar on this front.

We ran out of time before I mentioned this, but I wanted to run one other question by you. The team of designers working on our Sales Center (TI at 500 TFB, ground floor) has started to inquire about artistic window dressing . This is definitely not signage, but could – depending on design development and/or City and landlord direction – include images or text, so I mentioned to the group that I'd like to run some of the ideas by you.

Attaching two slides showing the current thinking, and comps in Mission Bay. What do you think about our desire to do something similar for this temporary installation? We want to create something that yields the appropriate amount of attention and excitement from passers-by, but nothing that generates a community dialogue that could impact our signage program approval for the permanent project.

If you'd prefer to chat by phone you can reach me at 202-230-2642.

Thanks,
Kate

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