

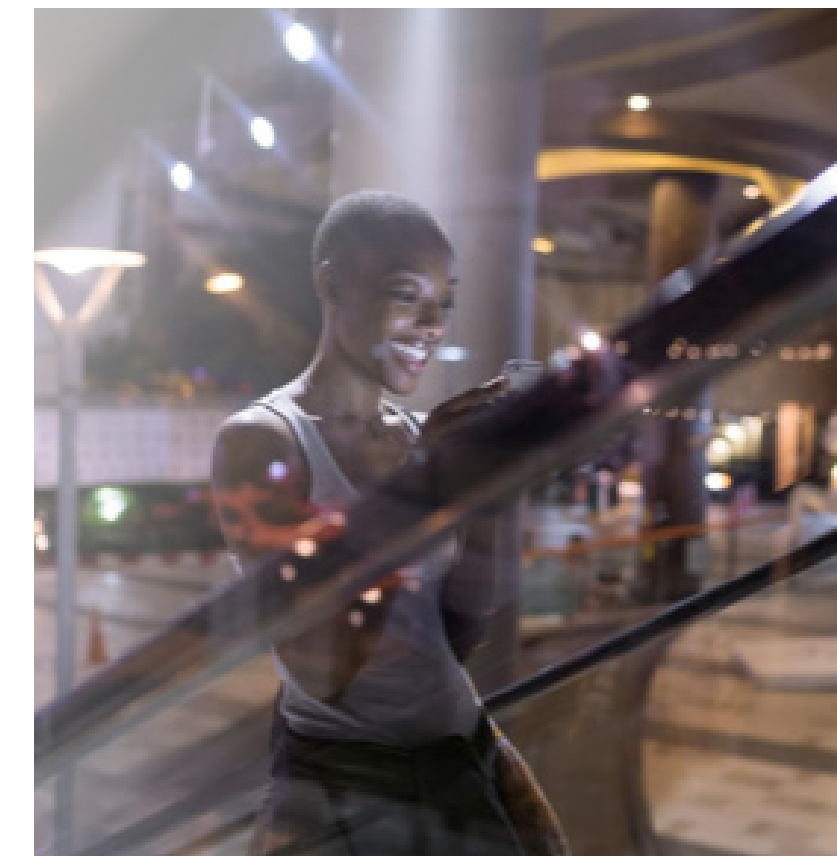
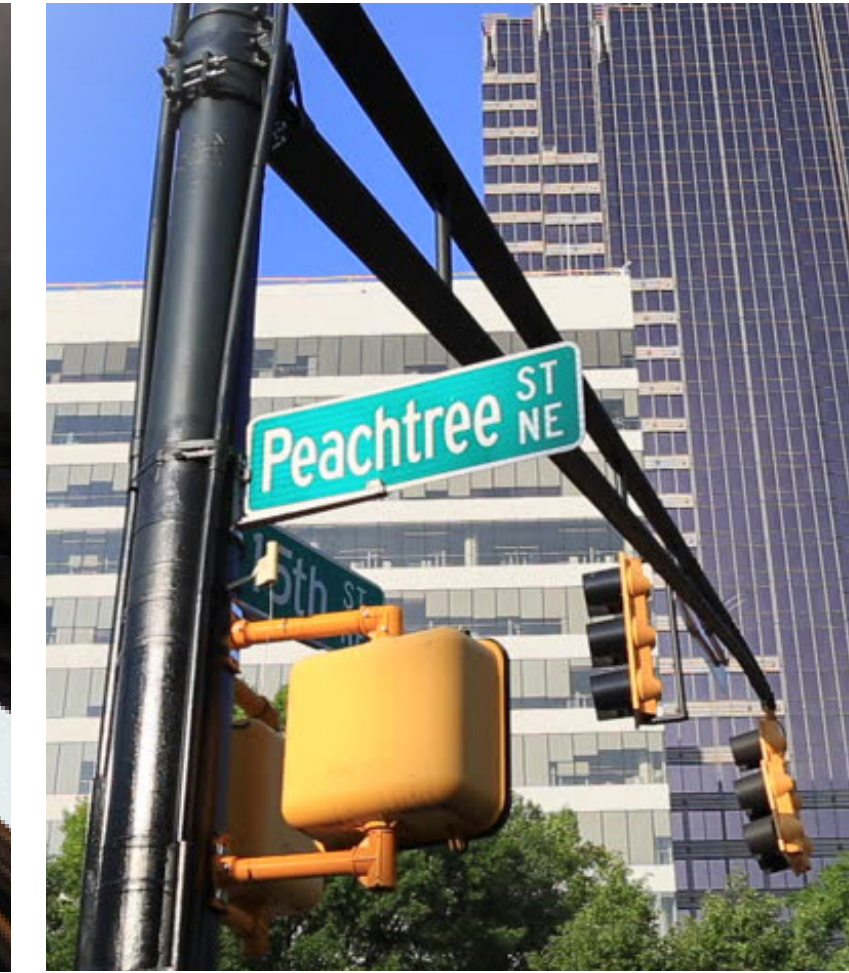
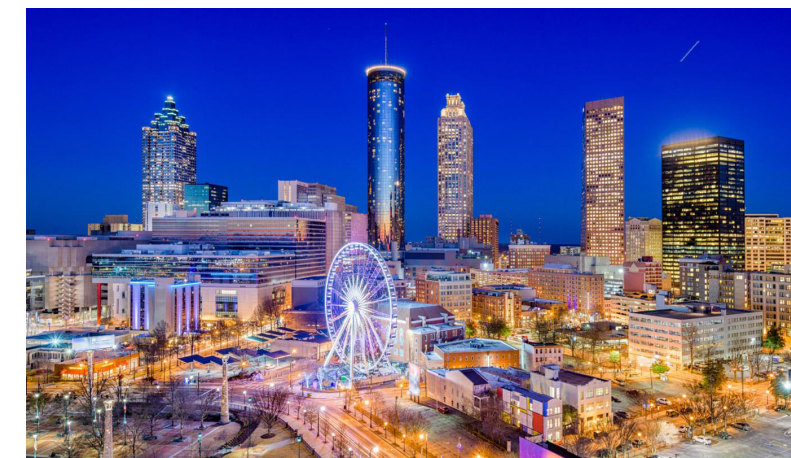
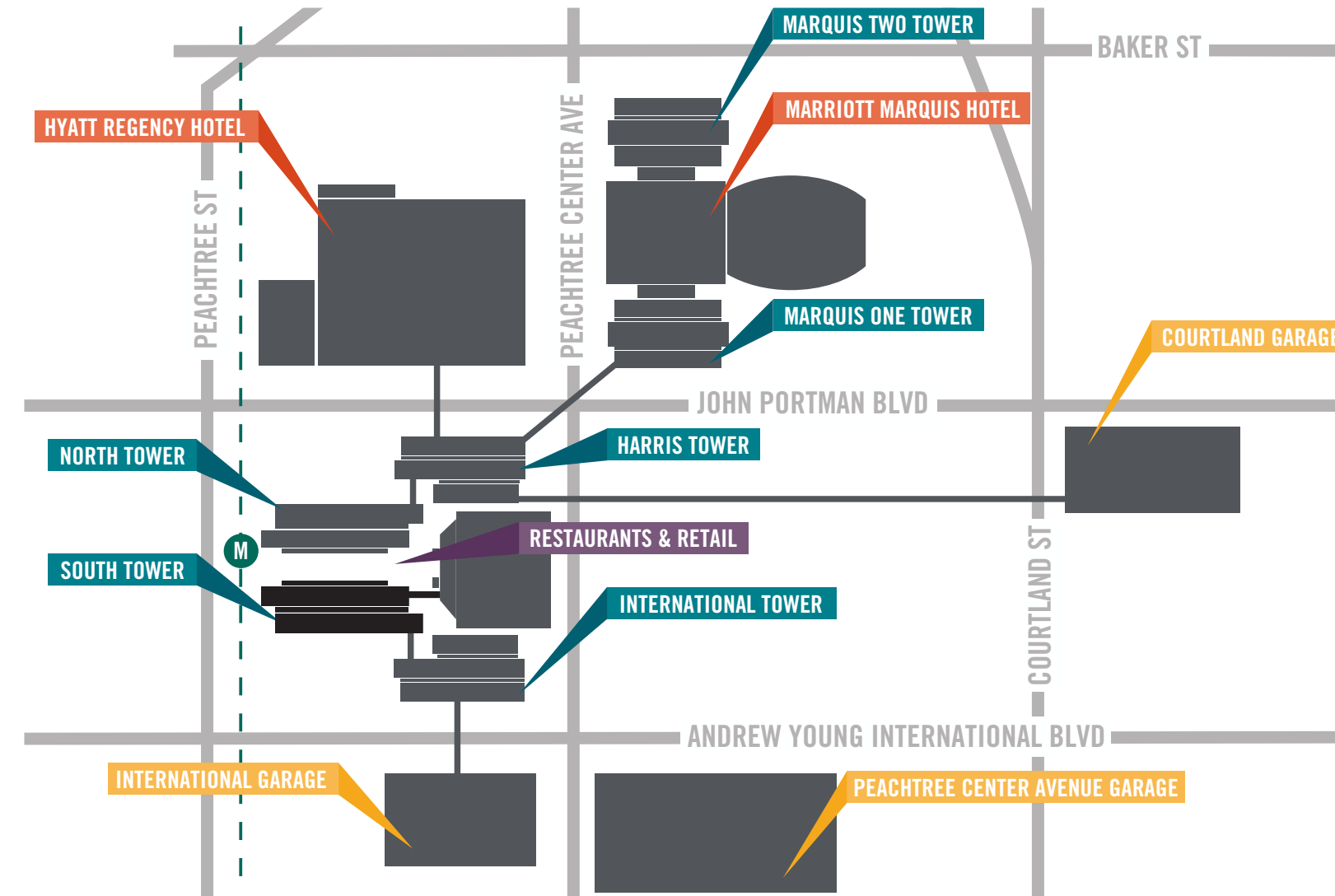
DESIGN NARRATIVE

Peachtree Center South Tower Re-envisioned for Modern Living

John Portman - Atlanta's 20th century icon - activated the downtown area with the creation of the *city within a city* that is Peachtree Center. The conversion to a multi-use environment focused on residential living is intended to honor the developer's vision to *create an environment that is more beneficial to people, more rewarding, more pleasant to experience.*

To realize this vision, the design is based upon motifs from John Portman archives, organic forms, repetitive pattern, and recurring themes employed with a mid-twentieth century aesthetic. The palette of tonal primary colors is set off a background of neutral textures and natural materials.

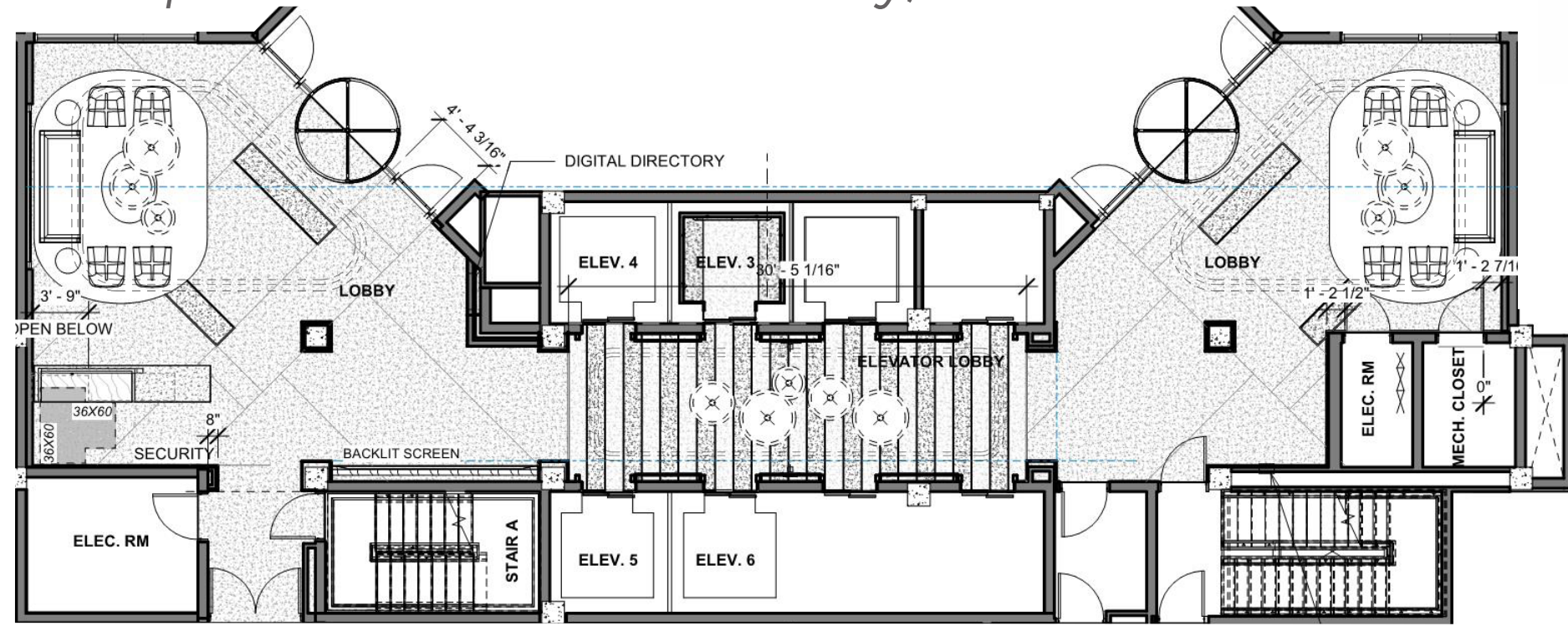
Simplicity of thoughtful design contributes to the development of flexible activity centers to serve the evolving needs of the residents today and into the future. Technology is incorporated into modern designs anchored by mid-century classic furniture pieces, emphasizing historical continuity throughout Peachtree Center.



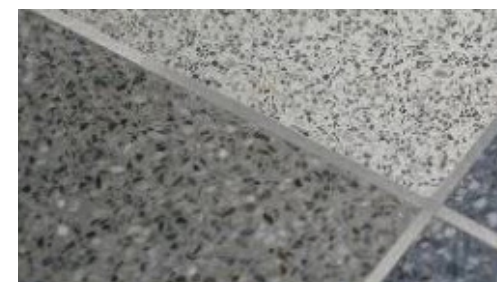
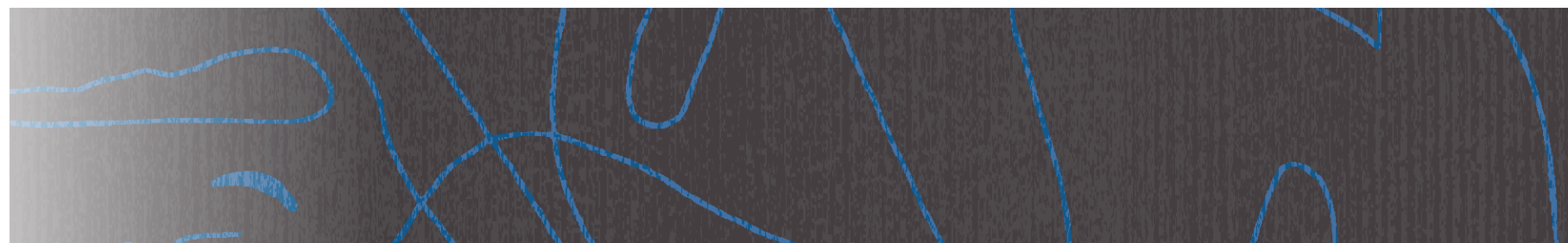
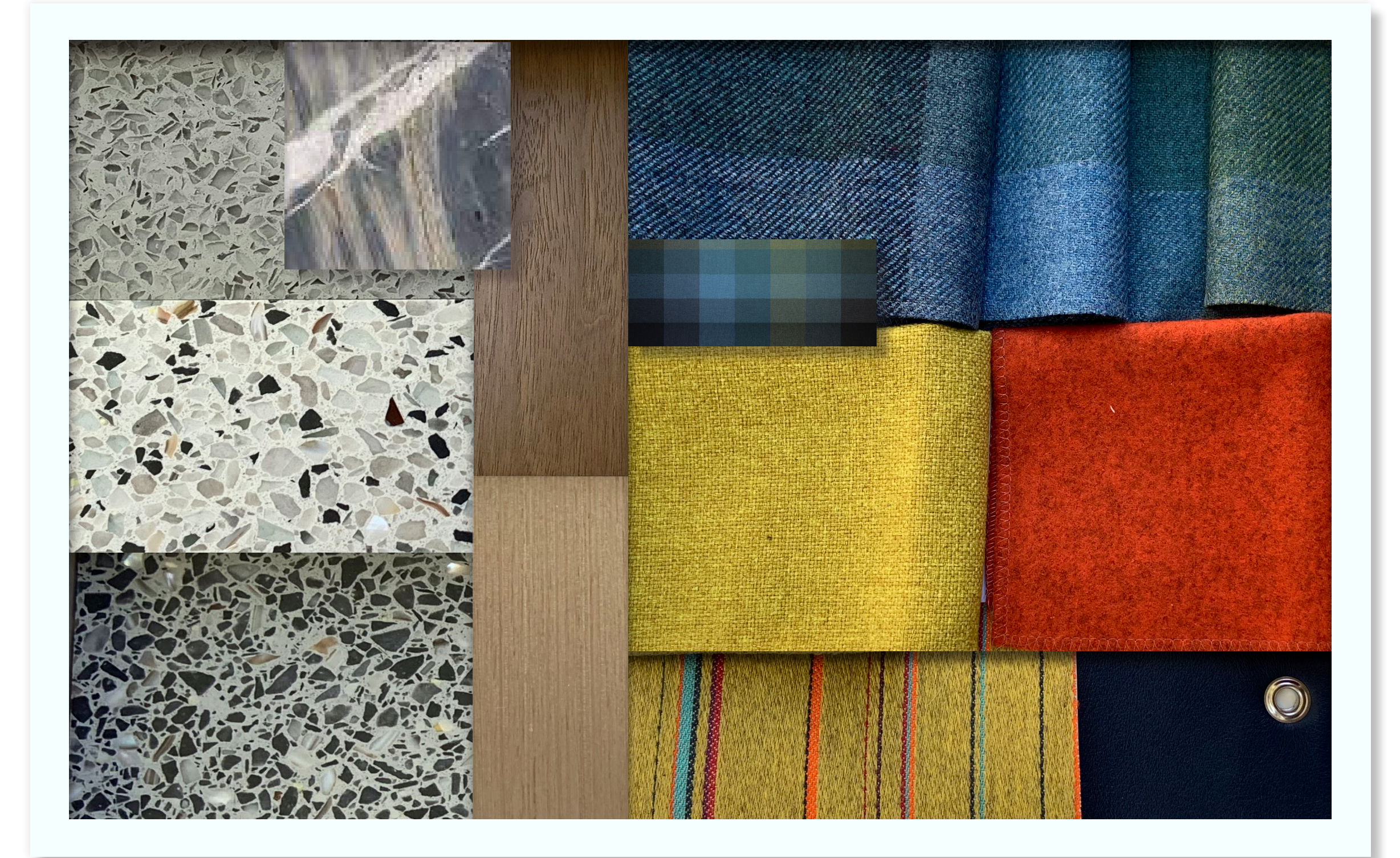
1

LOBBY ARRIVAL

Reception & Elevator Lobby, Street Level



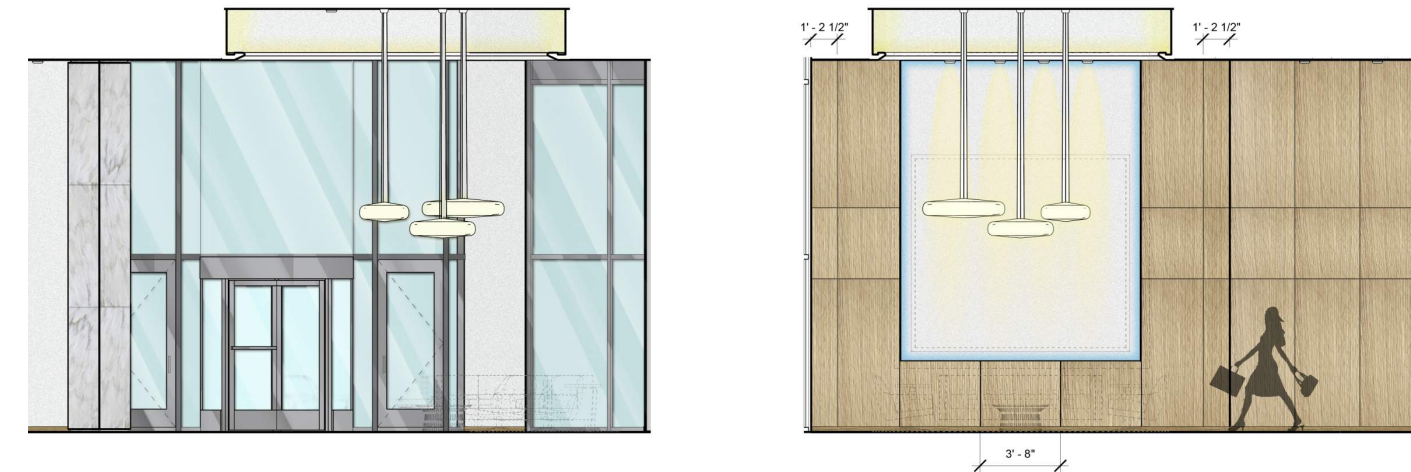
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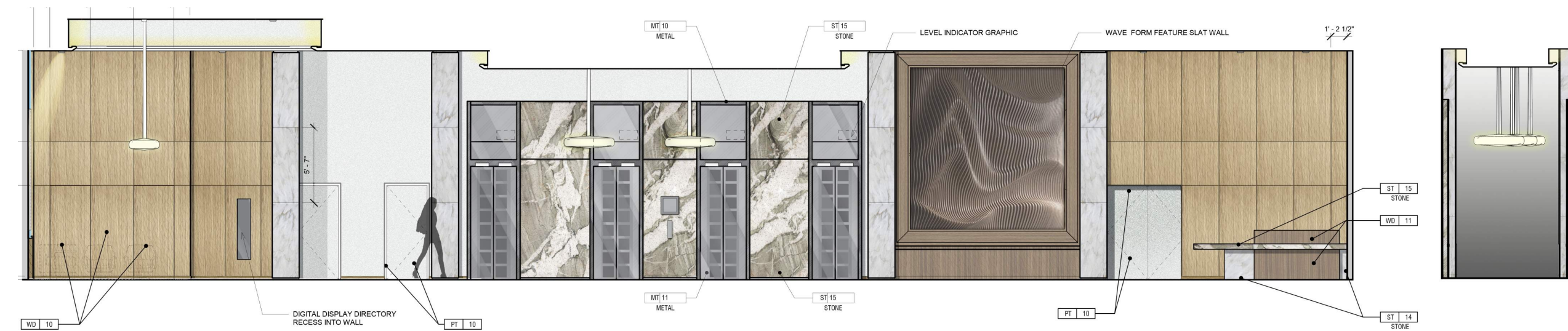
2

LOBBY ARRIVAL

Reception & Elevator Lobby Elevations



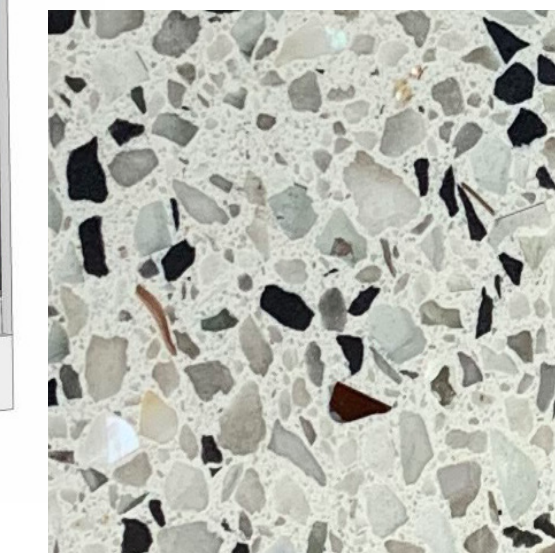
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2

ELEVATOR CAB

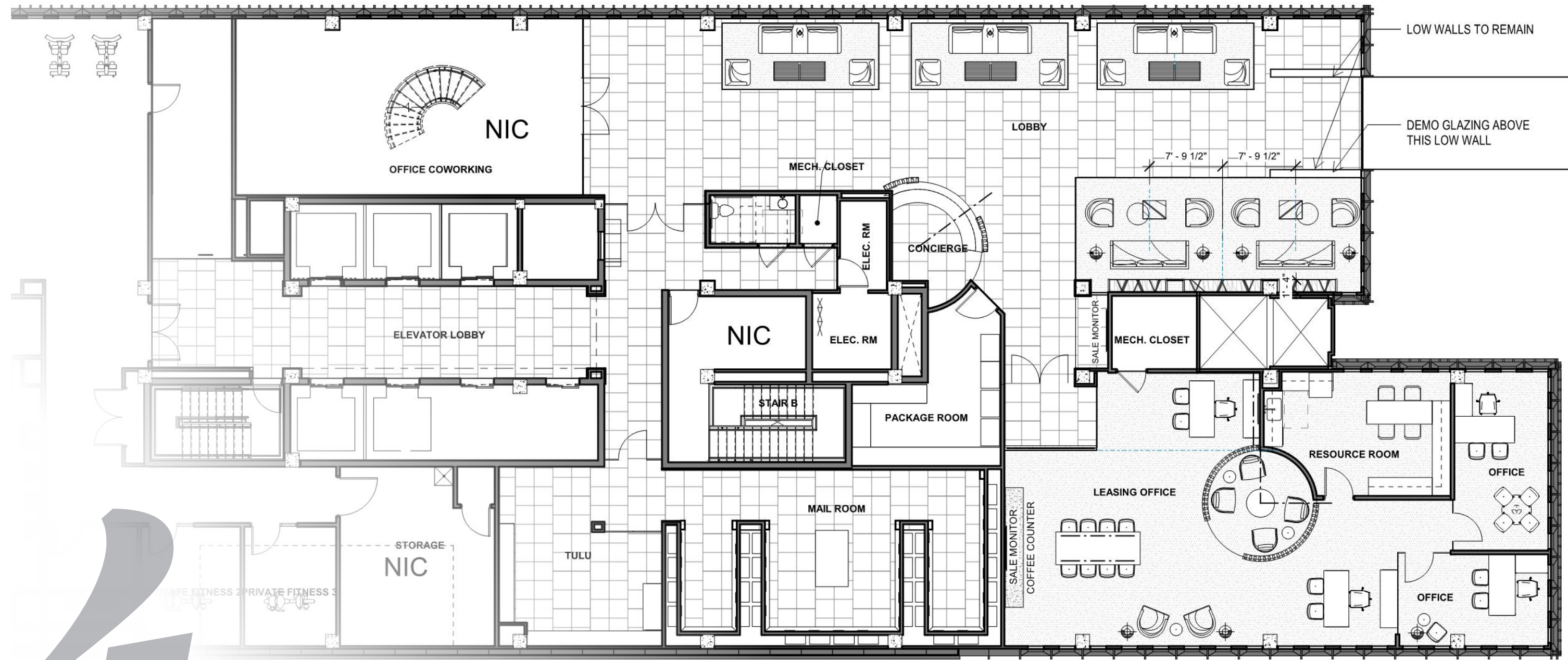
Lift Interior



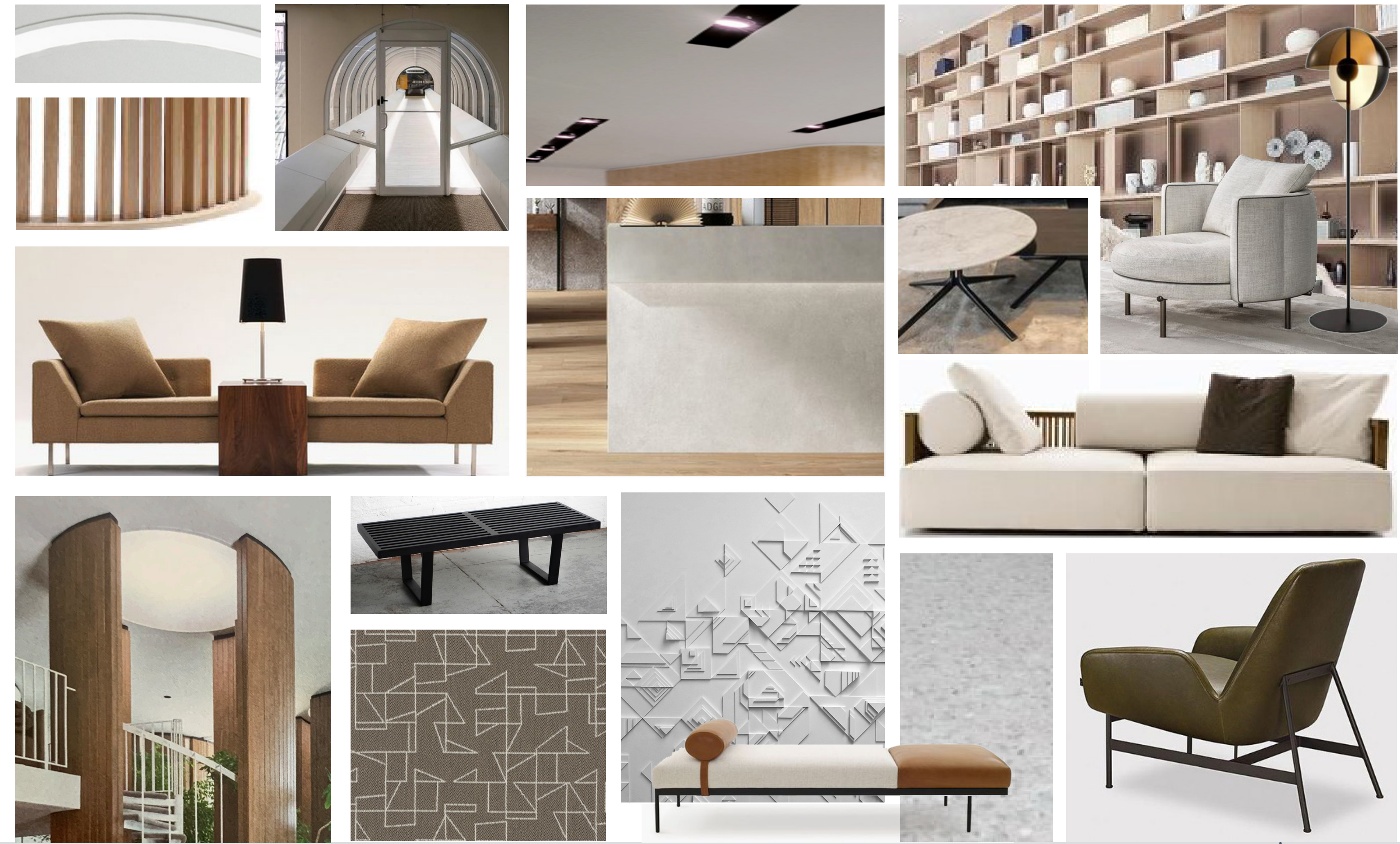
3

UPPER LOBBY / CONCIERGE

Residential Entrance, Level 2

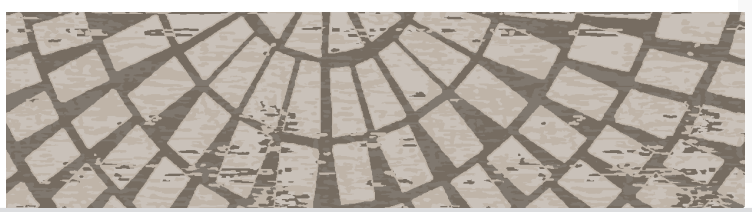
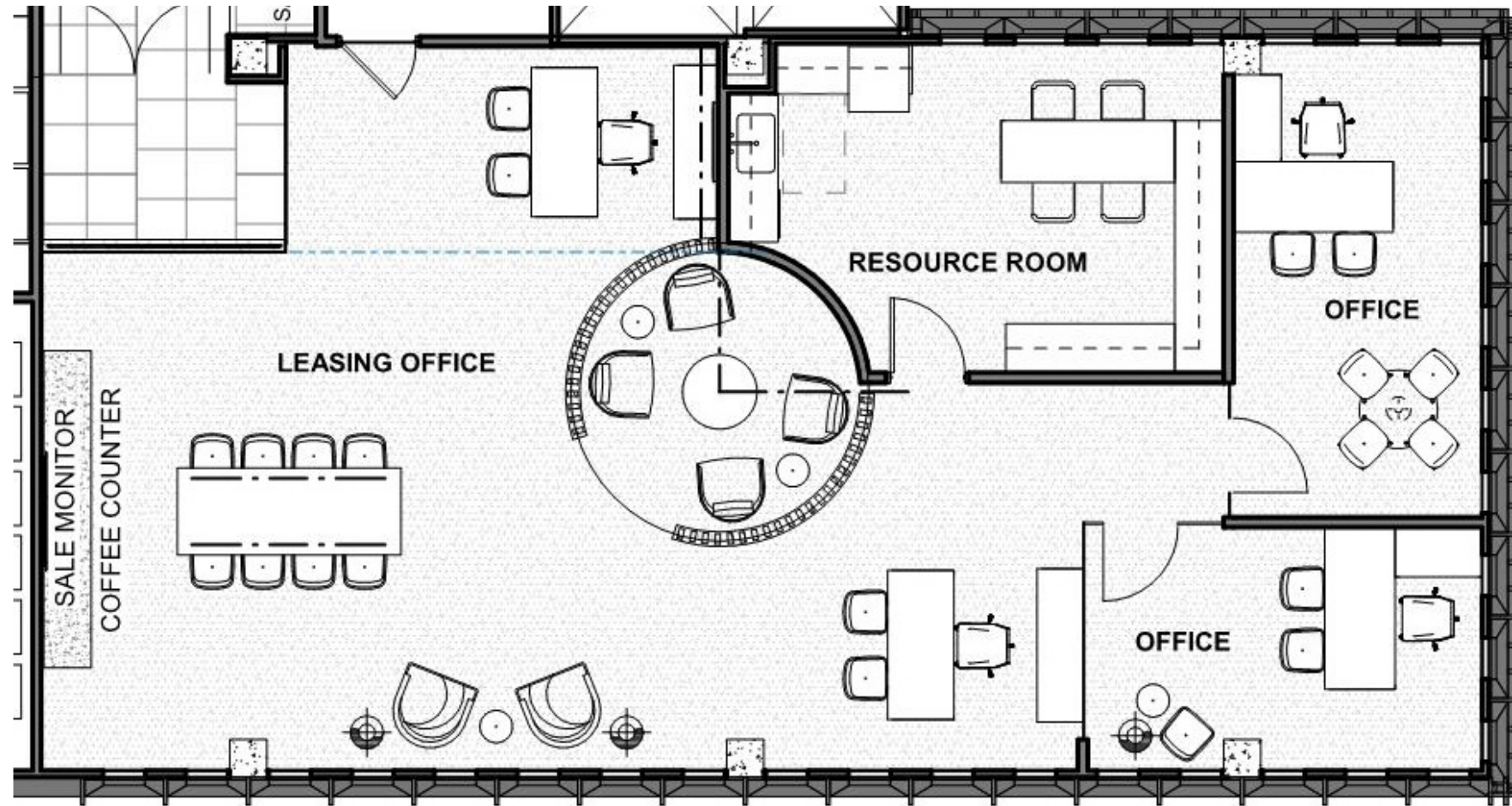
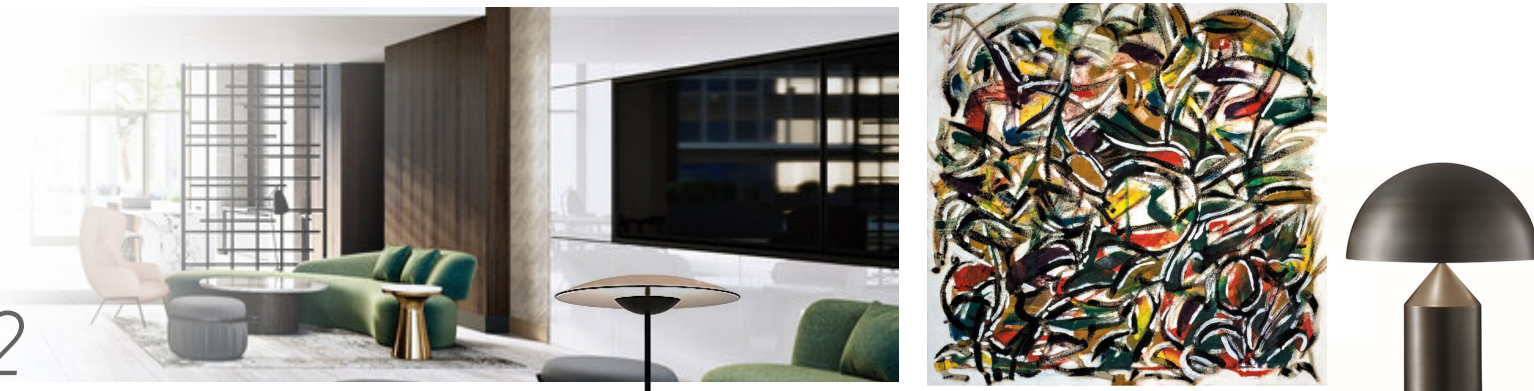


4 Scale: 3/32" = 1'



LEASING OFFICE

Sales Offices & Resource Room, Level 2



Scale: NTS

5

