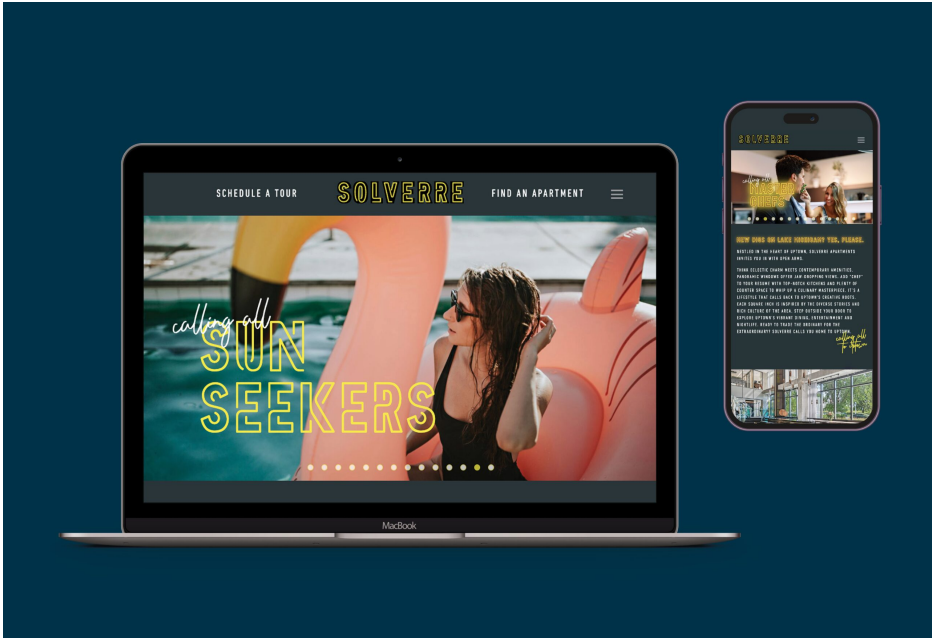


Calling All to
Uptown’s Newest
Address

OBJECTIVE
When Willow Bridge decided to build their first owned asset in this iconic Uptown area, they trusted UpShift to create a brand, website and communications that would speak to the inclusive, creative community. Uptown has a long legacy as an entertainment hotspot— historic theaters and vintage jazz clubs have attracted the biggest names in music for over a century.

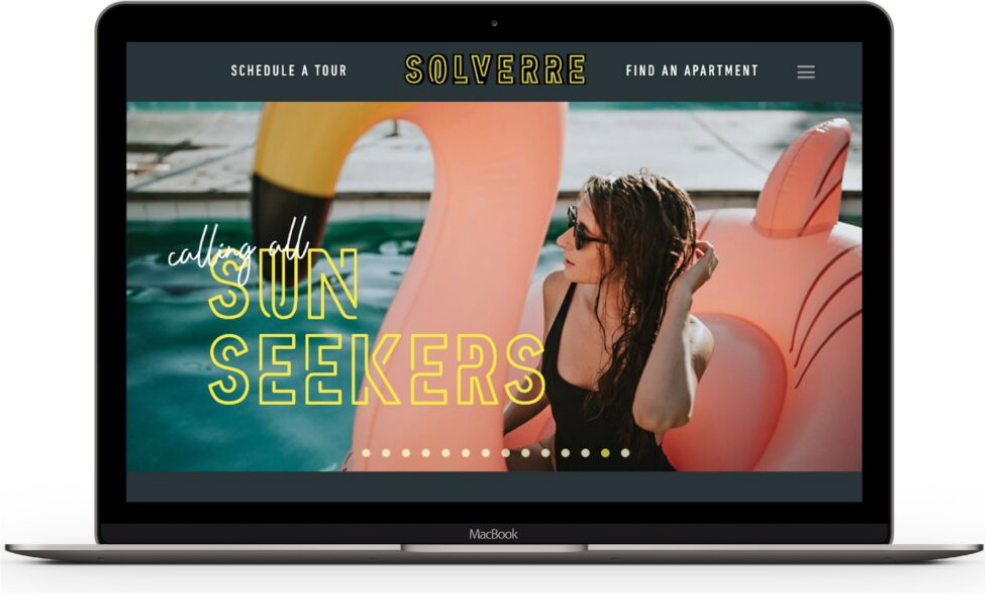
SOLUTION
Upshift was inspired by that history, creating a neon logo and typeface that emulates the grand marquees of the celebrated theaters and Uptown’s art-deco style cocktail lounges. Uptown is where Chicago’s rich history and international diversity intersect— so we worked hard to create messaging that is inclusive and welcoming. The “Calling All…” tagline speaks to that diversity, but also harkens back to the audition calls of the historic jazz clubs. A clever play on words that calls everyone to Solverre, where a full life is available to all. We launched the brand with an epic grand opening party, complete with signature cocktails and branded sunglasses to take-in the roof-top sunset. That, combined with UpShift’s imaginative custom website, intuitive real-time leasing, as well as our ongoing social media and advertising support, have led to a building in high-demand. Solverre IS the place to be in Uptown!



upshift

Solverre
Chicago, IL

SOLVERRE



IT'S NOT AN APARTMENT. IT'S A LIFESTYLE.

AS A SOLVERRE RESIDENT, YOU'LL HAVE UNLIMITED ACCESS TO BEST-IN-CLASS AMENITIES: SUNSHINE SPACE, FITNESS, VIEWS, AN EASY COMMUTE TO THE LOOP. ALL DESIGNED TO MAKE LIFE A LITTLE BRIGHTER AND A LITTLE BETTER.

OUTDOOR TERRACE
Go from Meetings to Me Time
From outdoor terrace to luxury private dining, there's something for everyone within the four walls of Solverre.

STUDIO-2 BED APARTMENTS
Curated Spaces that Inspire
Say hello to luxury with 9 ft. ceilings, quartz countertops, stainless steel appliances and pendant lighting.

LEAST TODAY!
Mention this card for 1/2 months free rent!

SCHEDULE A TOUR TODAY!
Solverre.com

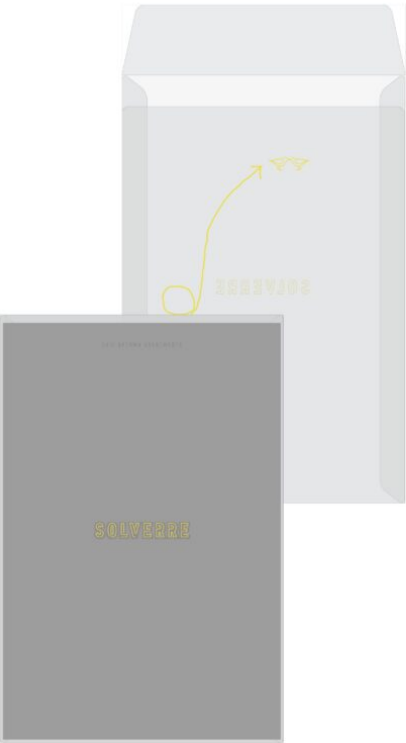
SOLVERRE

SOLVERRE OPTIMA
CHIC LAKEFRONT APARTMENTS
4600 N. Marine Dr., Chicago, IL 60640

calling all MASTER CHEFS

NEXT-LEVEL APARTMENTS

Now Leasing
Chic Studio-2 Bedroom
Lakefront Apartments
in Uptown



SUN SEEKERS

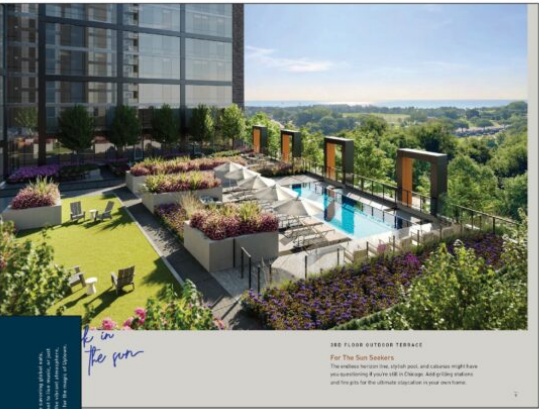
TASTE MAKERS

calling all

NESTLED IN THE HEART OF UPTOWN, SOLVERRE INVITES YOU IN WITH OPEN ARMS

THINK ECLECTIC CHARM MEETS CONTEMPORARY AMENITIES. PANORAMIC WINDOWS OFFER JAW-DROPPING VIEWS. ADD "CHEF" TO YOUR RESUME WITH TOP-NOTCH KITCHENS AND PLENTY OF COUNTER SPACE TO WHIP UP A CULINARY MASTERPIECE. IT'S A LIFESTYLE THAT CALLS BACK TO UPTOWN'S CREATIVE ROOTS. EACH SQUARE INCH IS INSPIRED BY THE DIVERSE STORIES AND RICH CULTURE OF THE AREA. STEP OUTSIDE YOUR DOOR TO EXPLORE UPTOWN'S VIBRANT DINING, ENTERTAINMENT AND NIGHTLIFE. READY TO TRADE THE ORDINARY FOR THE EXTRAORDINARY?

calling all
have to uptown



calling all

SUN SEEKERS

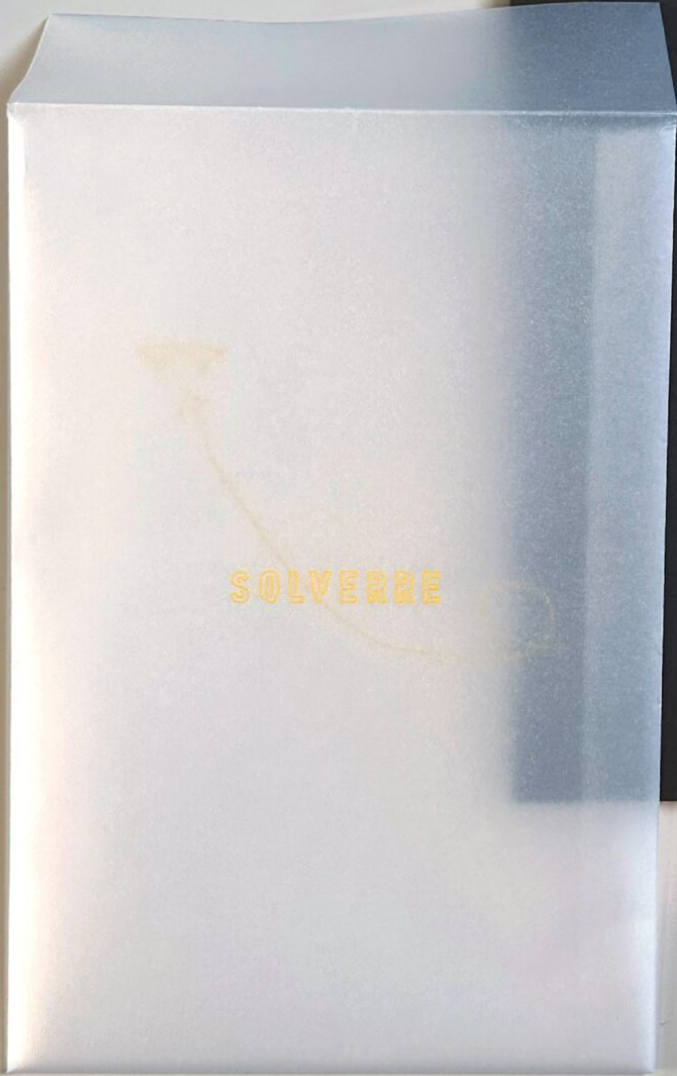
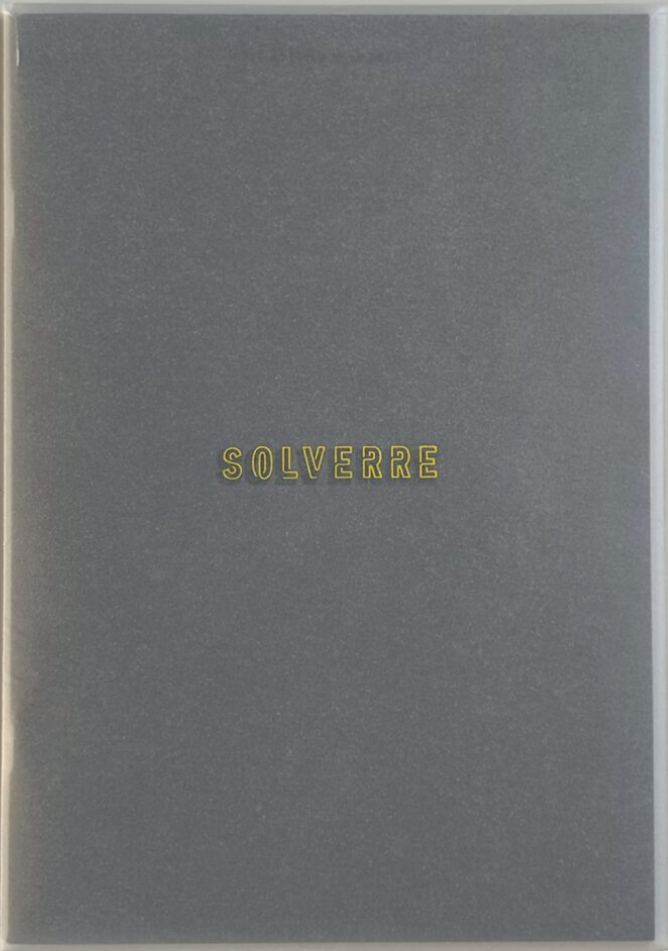
calling all

SUN SEEKERS

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Chicago, IL

Brochure



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Chicago, IL

Brochure



Floor Plans & Stationery

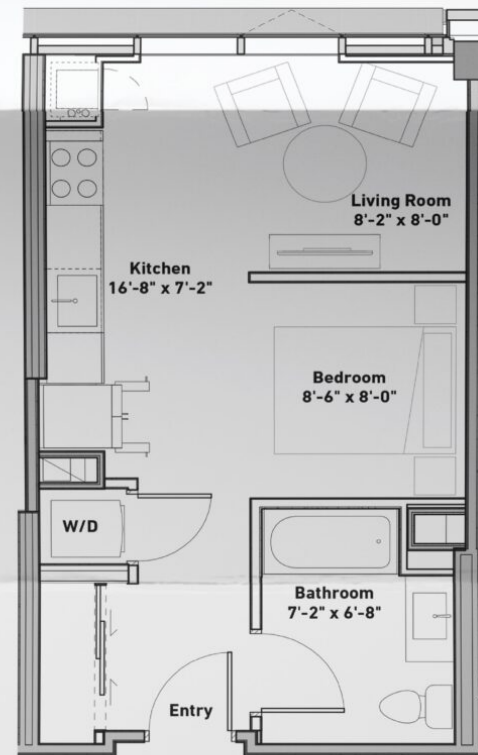
SOLVERRE

S2.1

STUDIO

1 BATH

450 SQ FT



SOLVERRE APARTMENTS 4600 N Marine Dr, Chicago, IL 60640

312-601-4600 Solverre.com

FLOOR 12

Rent _____ Notes _____

All floor plans are artists renderings for illustrative purposes and may not be to scale. All dimensions and distances are approximate and may vary. All photos and views are approximate representations and may not depict actual product. Not all features are available in every apartment. All specifications, availability, and pricing are subject to change.




Lakewood, N.J.



rodrick jones
chief engineer

4600 N. Marine Dr.

Chicago, IL 60640

312-601-4600 SolverreENG@WillowBridgePC.com 

SOLVERRE.COM

SOLVERRE

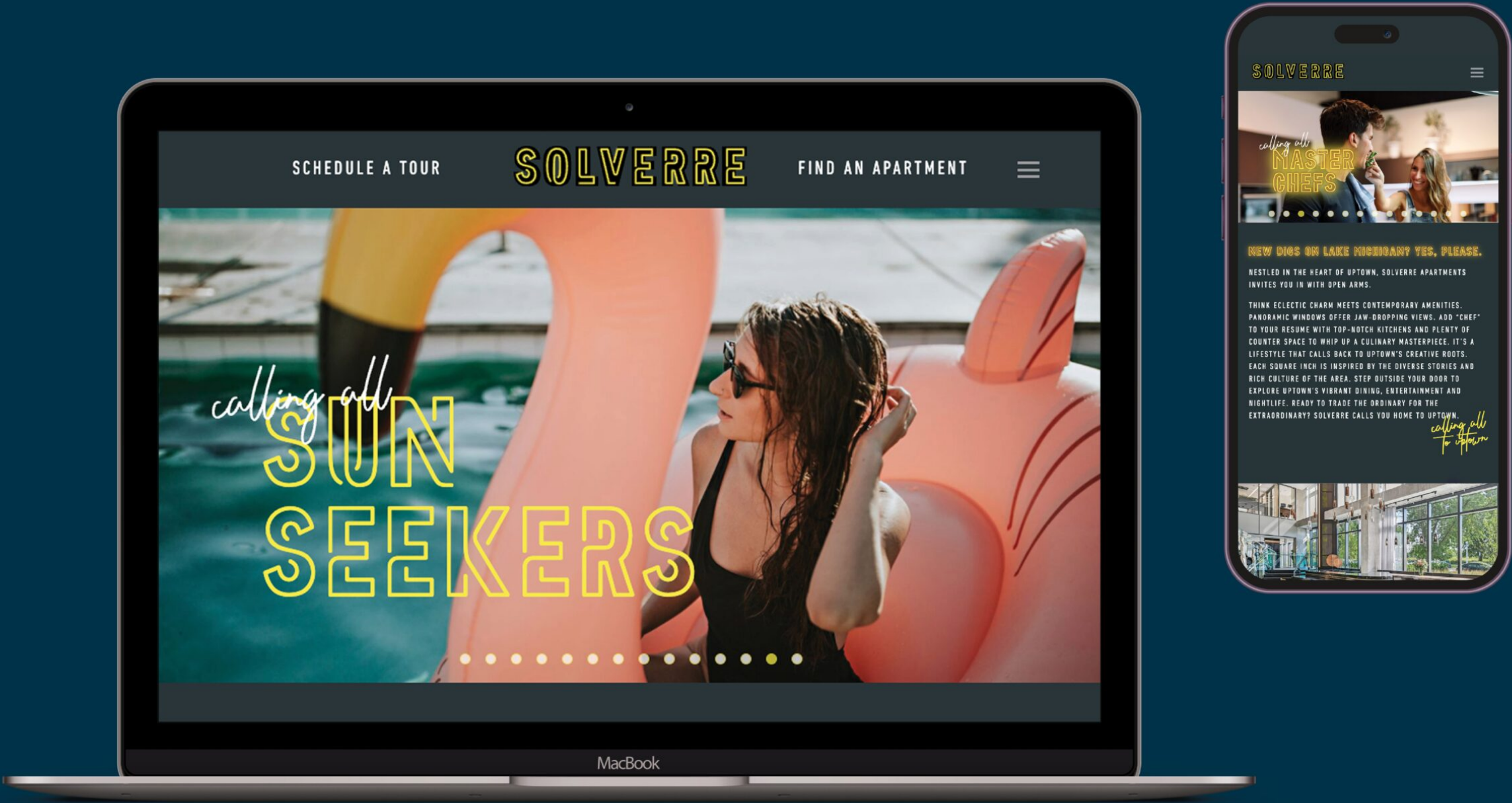
Professionally Managed by Willow Bridge Property Company

upshift

Solverre

Chicago, IL

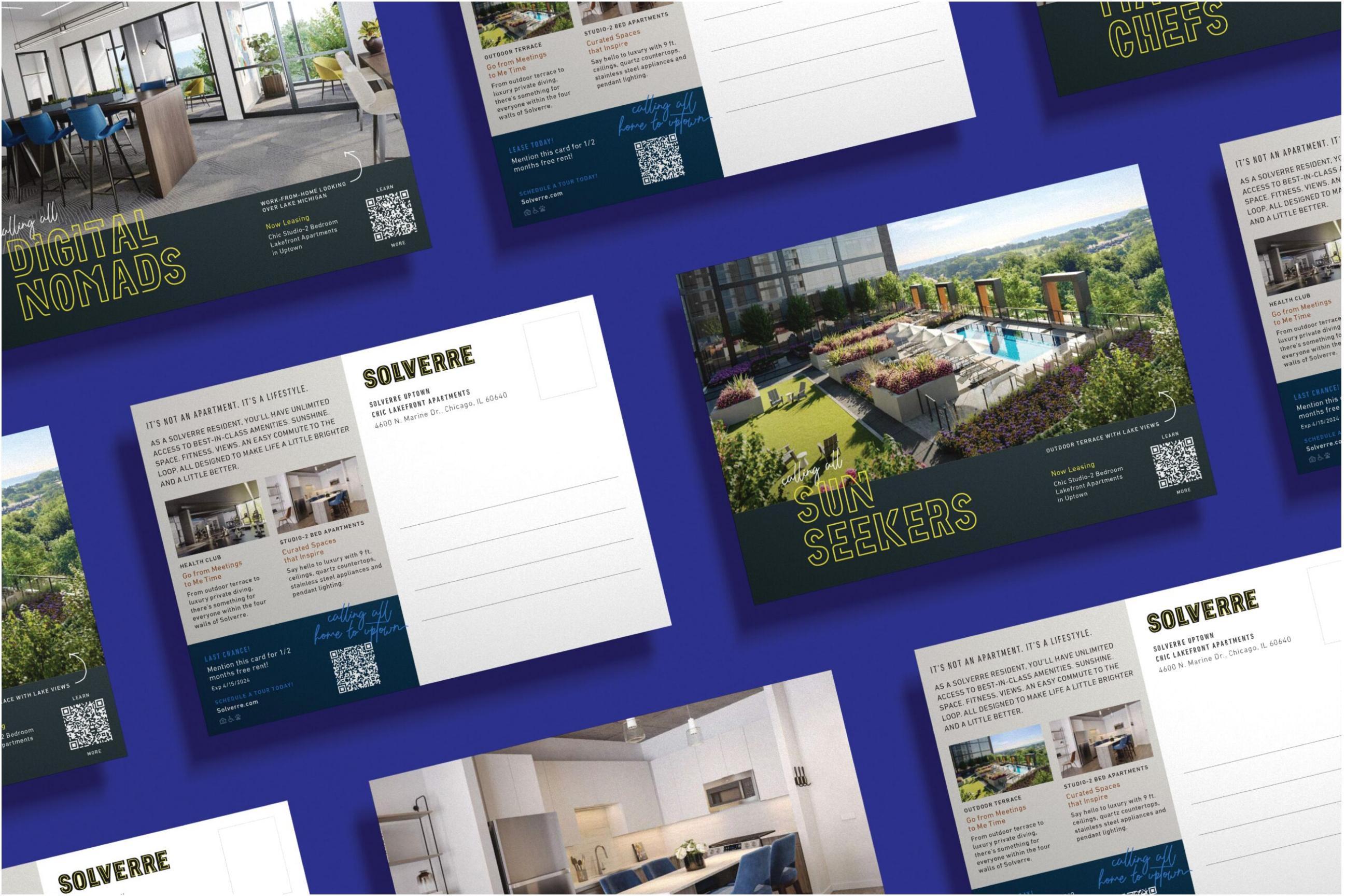
Custom Website with API
Integration



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Postcard Campaign





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Construction Signage



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Building Signage



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Building Signage



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Wayfinding Signage

TEMPLATE DESIGN



PRODUCTION

