

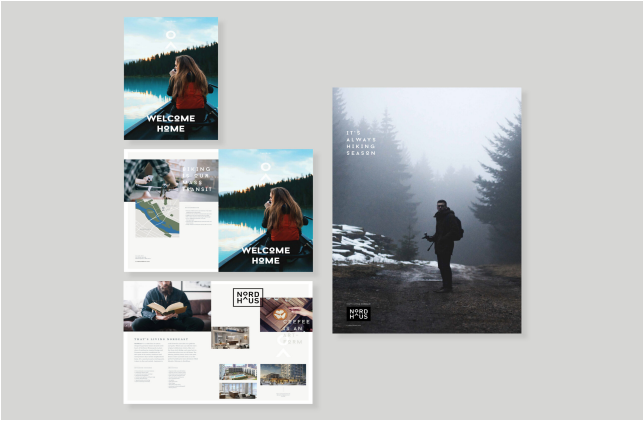
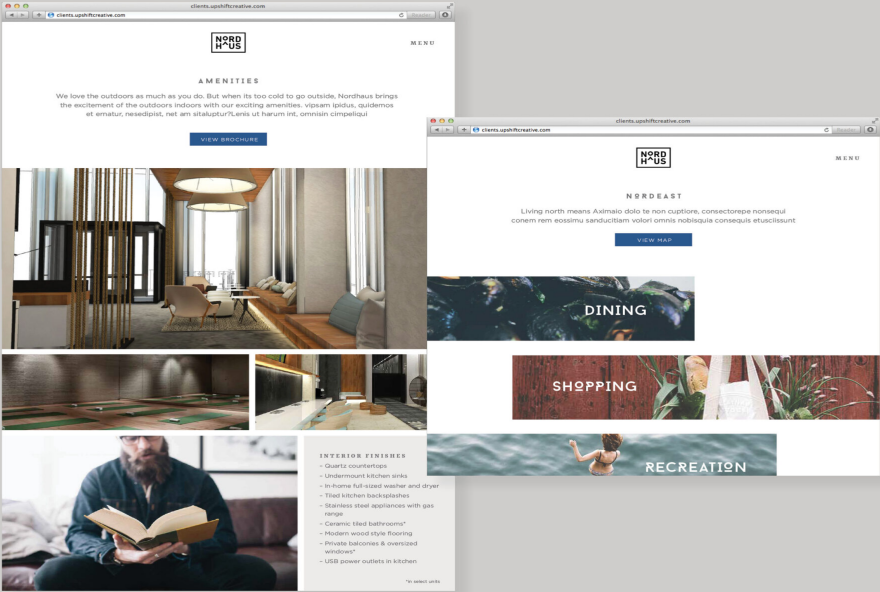
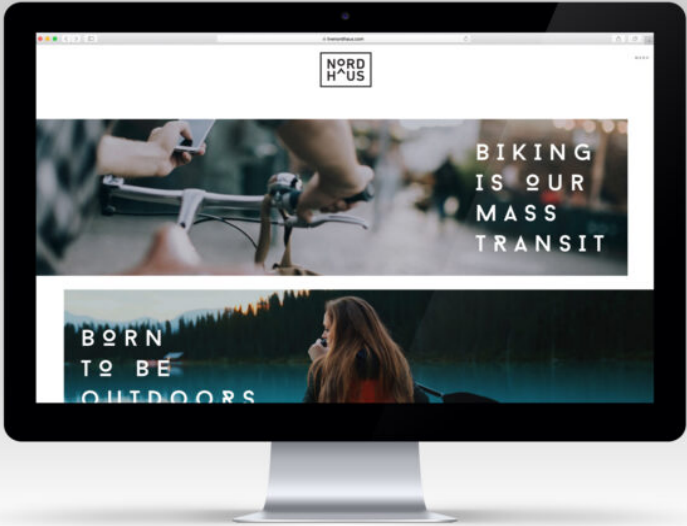
upshift

NordHaus Apartments
Minneapolis, MN

Modern, award-winning brand in the North Loop

OBJECTIVE
UpShift was tasked with creating a modern brand image and custom website for a multistory, class-A development in Minneapolis' North Loop, developed by Lennar/LMC and managed by Greystar.

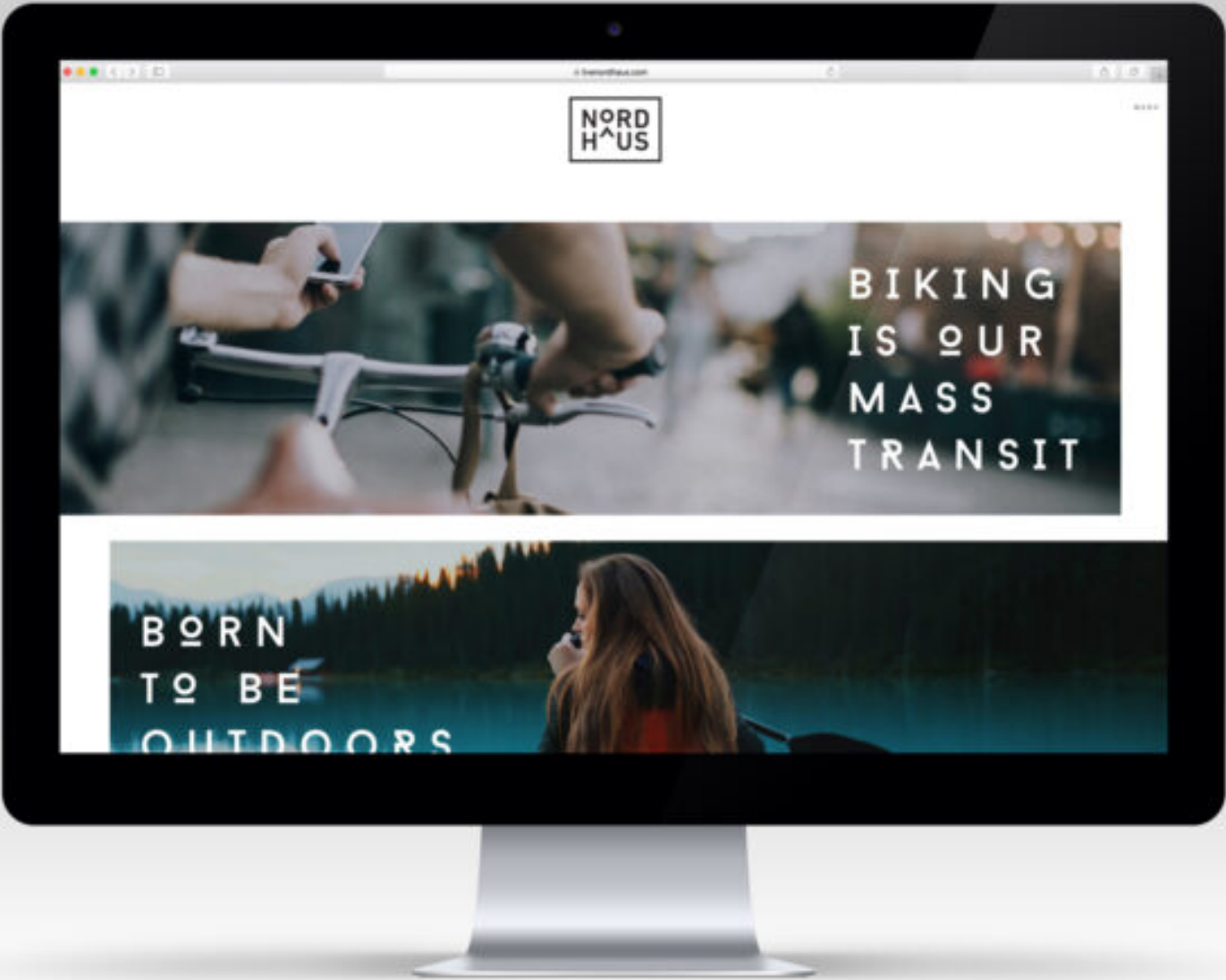
SOLUTION
We designed a brand that merges Minnesotan outdoor enthusiasm with modern Scandinavian influence. We developed a website that has garnered multiple awards for its design and functionality. Our work led to record leasing in a pocket of Minneapolis that was typically not a hot rental area—but NordHaus changed that!

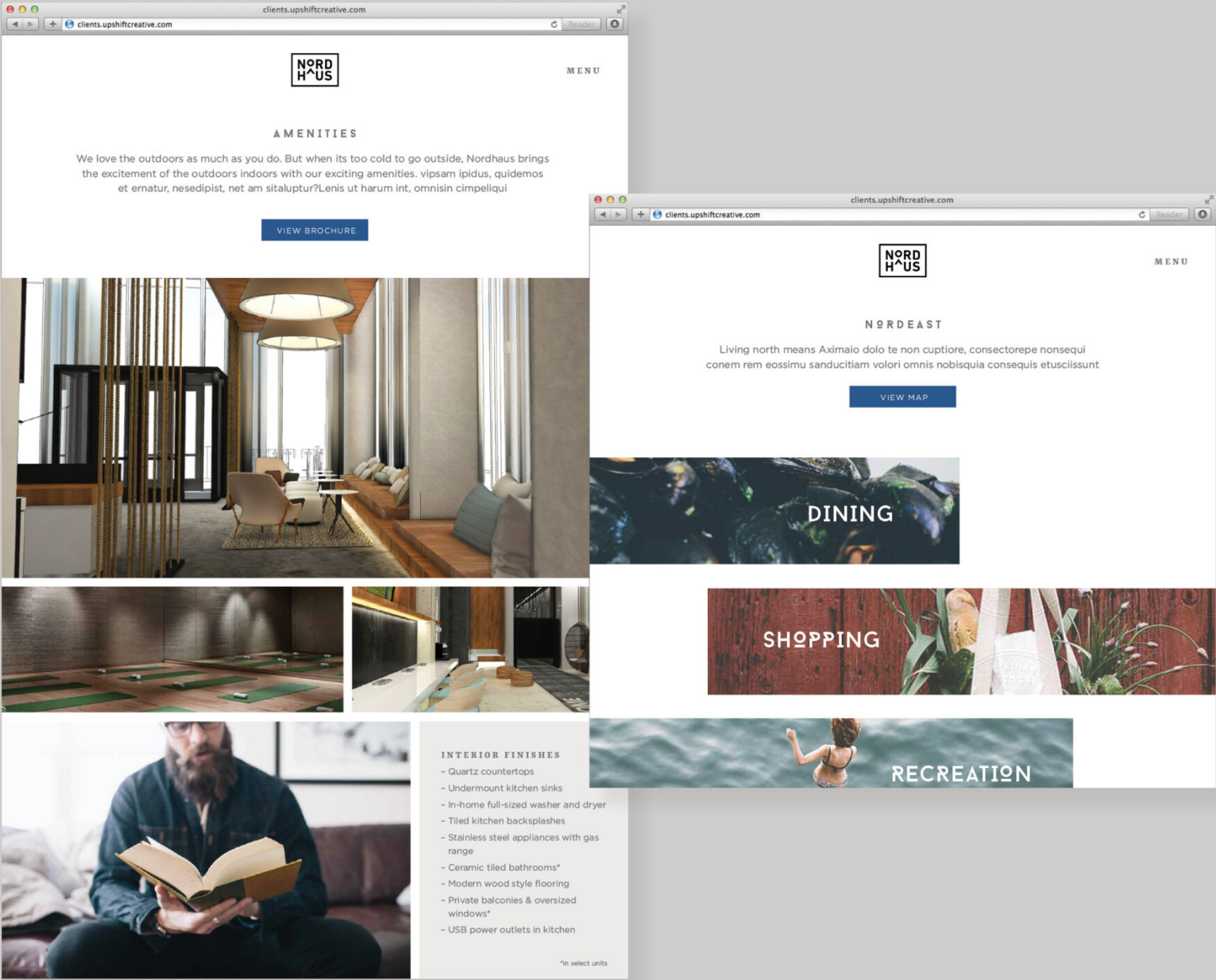


upshift

NordHaus Apartments
Minneapolis, MN

NordHaus Website





upshift

NordHaus Apartments
Minneapolis, MN

NordHaus Brochure



upshift

NordHaus Apartments

Minneapolis, MN

NordHaus Signage



upshift

NordHaus Apartments
Minneapolis, MN

NordHaus Signage



upshift

NordHaus Apartments
Minneapolis, MN

NordHaus Swag





WELCOME HOME

NordHaus™ is a collection of custom designed apartment homes located in the heart of Northeast Minneapolis. It's a sanctuary and a starting point. A place to dine and unwind. A gateway to craft breweries and cafes. Art galleries and parks. Where you can walk the city's original cobblestone streets, bike over the Stone Arch Bridge, and come back to a luxurious place you can call home.

AMENITIES

- Club room with kitchen
- Full fitness center
- Outdoor pool deck
- Cyber cafe
- Pet park with pet washing
- 24/7 concierge service
- Art gallery
- Video game room
- Bike lounges
- Work from home suites
- Landscaped rooftop
- Rooftop theatre

NordHaus Apartments
Minneapolis, MN

NordHaus Stationery



NordHaus Apartments
Minneapolis, MN

NordHaus Floor Plan Sheets

