

upshift

Maverick Apartments

Minneapolis, MN

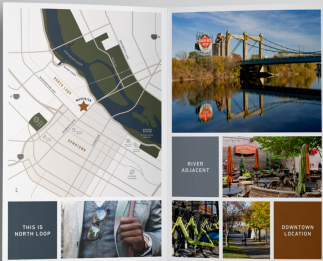
**A pioneering brand
for a luxury building
in Minneapolis.**

OBJECTIVE

Greystar and Shorenstein came to UpShift to build a dynamic and engaging brand for a building in an emerging part of downtown Minneapolis.

SOLUTION

Based on its location, we knew the target residences would be pioneers—the trendsetters or “mavericks” in any situation. Marketing materials, that tie into the interior design theme, included signage, print items, ads, and social engagement that positioned Maverick Apartments as a luxury urban cabin. Maverick is still one of the most talked about buildings in MN.



Maverick Apartments
Minneapolis, MN

Overview



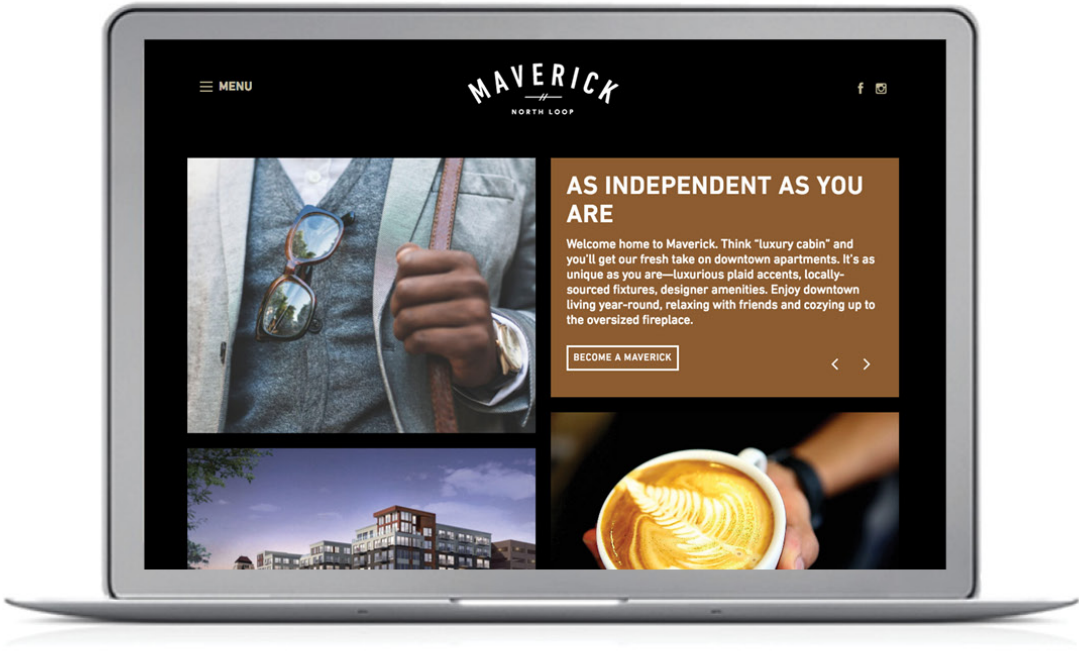
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Minneapolis, MN 55401

LIVEATMAVERICK.COM



MAVERICK
NORTH LOOP

AS INDEPENDENT AS YOU ARE

Welcome home to Maverick. Think "luxury lodge" and you'll get our fresh take on downtown apartments. It's as unique as you are—luxurious plaid accents, locally-sourced fixtures, designer amenities. Enjoy downtown living year-round, relaxing with friends and cozying up to the oversized fireplace.

LIVEATMAVERICK.COM
612-877-3859 AT FIRST & HENNEPIN

APARTMENTS, LOFTS, TOWN HOMES COMING SPRING 2017

NORTH LOOP
NEIGHBORHOOD

AS ADVENTUROUS AS YOU ARE

With a high Walkscore and tons to do, there's a reason North Loop is the hottest neighborhood in Minneapolis. Close enough to walk to a game at Target Field or

AMENITIES
BUILDING FEATURES

AS LIMITLESS AS YOU ARE

Make it yours. Call it home. Our modern/industrial interiors meld styles of all kinds. Attention to detail, luxurious finishes and just a touch of energy create a space that is as unique as you are. So claim a spot on one of the rooftop bar stools or beanbag chairs. And start a list for your friends to invite to the rooftop dipping pool and sky lounge TV.

POOL TERRACE & LOUNGE • Open 24 Hours • Outdoor Dip Spa Pool • Sundeck Terrace • Grilling Stations • Rooftop Lounge Areas	FITNESS CENTER • Open 24 Hours • Treadmills & Ellipticals • TVs & City Views • Outdoor Yoga Lawn	SKYVIEW TERRACE • Game Room • Private Bar • Outdoor Fireplaces • Downstairs
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LOBBY • Coffee Bar • Fireplace • Work/Lounge Areas	PETS & BIKES • Indoor Bike Parking • Flea & Station • Dog Bath & Walk Area	VIEWS • Continuous Mississippi River • Mississippi River • Grain Belt Beer Sign
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APARTMENTS • LOFTS • TOWN HOMES // AT FIRST & HENNEPIN 01/17

THIS IS NORTH LOOP

RIVER ADJACENT

DOWNTOWN LOCATION

upshift

Maverick Apartments
Minneapolis, MN

Logo





AMENITIES

BUILDING FEATURES

AS LIMITLESS AS YOU ARE

Make it yours. Call it home. Our modern/industrial interiors meld styles of all kinds. Attention to detail, luxurious finishes and just a touch of energy create a space that is as unique as you are. So claim a spot on one of the sofas, bar stools or bean bag chairs. And start a list before you get friends to invite to the rooftop dipping pool and sky lounge TV.

POOL TERRACE & LOUNGE

- Outdoor Dip Spa Pool
- Sundeck Terrace
- Grilling Stations
- Eating/Lounge Areas

FITNESS CENTER

- Open 24 Hours
- Treadmills & Ellipticals
- TVs & City Views
- Outdoor Yoga Lawn

SKYVIEW TERRACE LOUNGE

- Demo Kitchen
- Private Dining Room
- Outdoor Fire Pit
- Downtown Views

LOBBY

- Coffee Bar
- Fireplace
- Work/Lounge Areas

PETS & BIKES

- Indoor Bike Parking/ Fix-it Station
- Dog Bath & Walk Area

VIEWS

- Downtown Minneapolis
- Mississippi River
- Grain Belt Beer Sign

APARTMENTS ~ LOFTS ~ TOWN HOMES // AT FIRST & HENNEPIN



THIS IS NORTH LOOP





RIVER ADJACENT





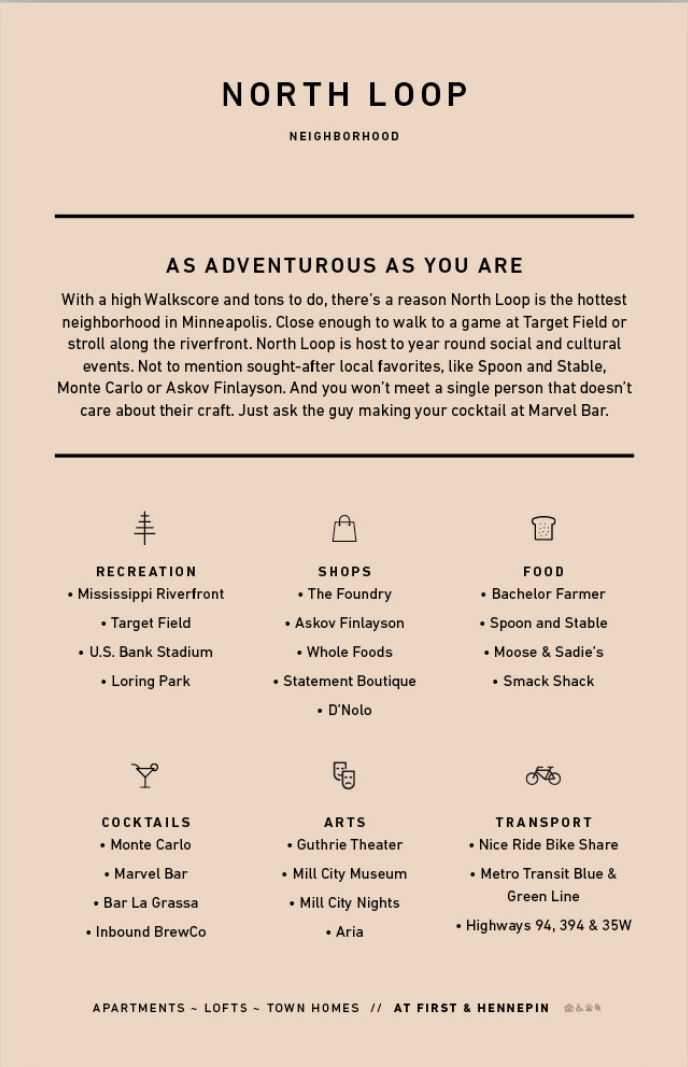
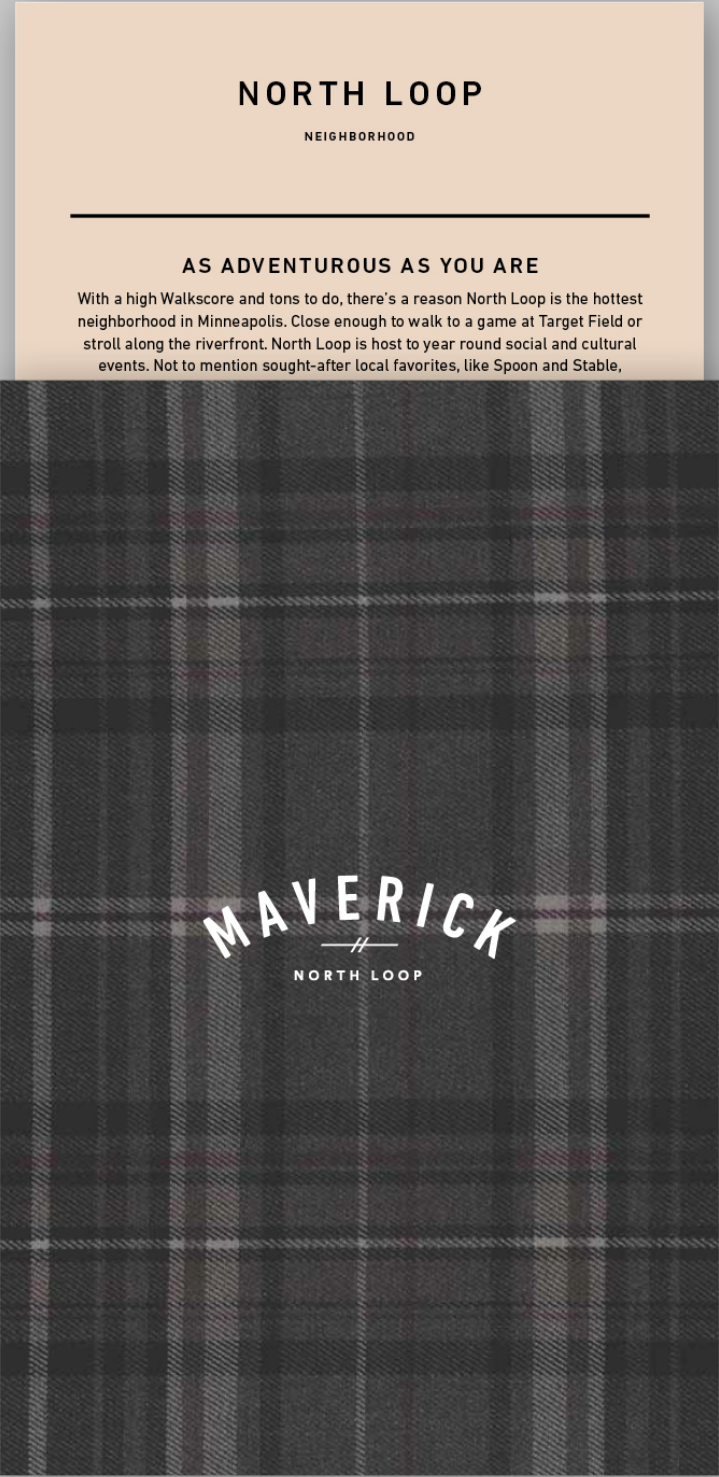


DOWNTOWN LOCATION

Maverick Apartments
Minneapolis, MN

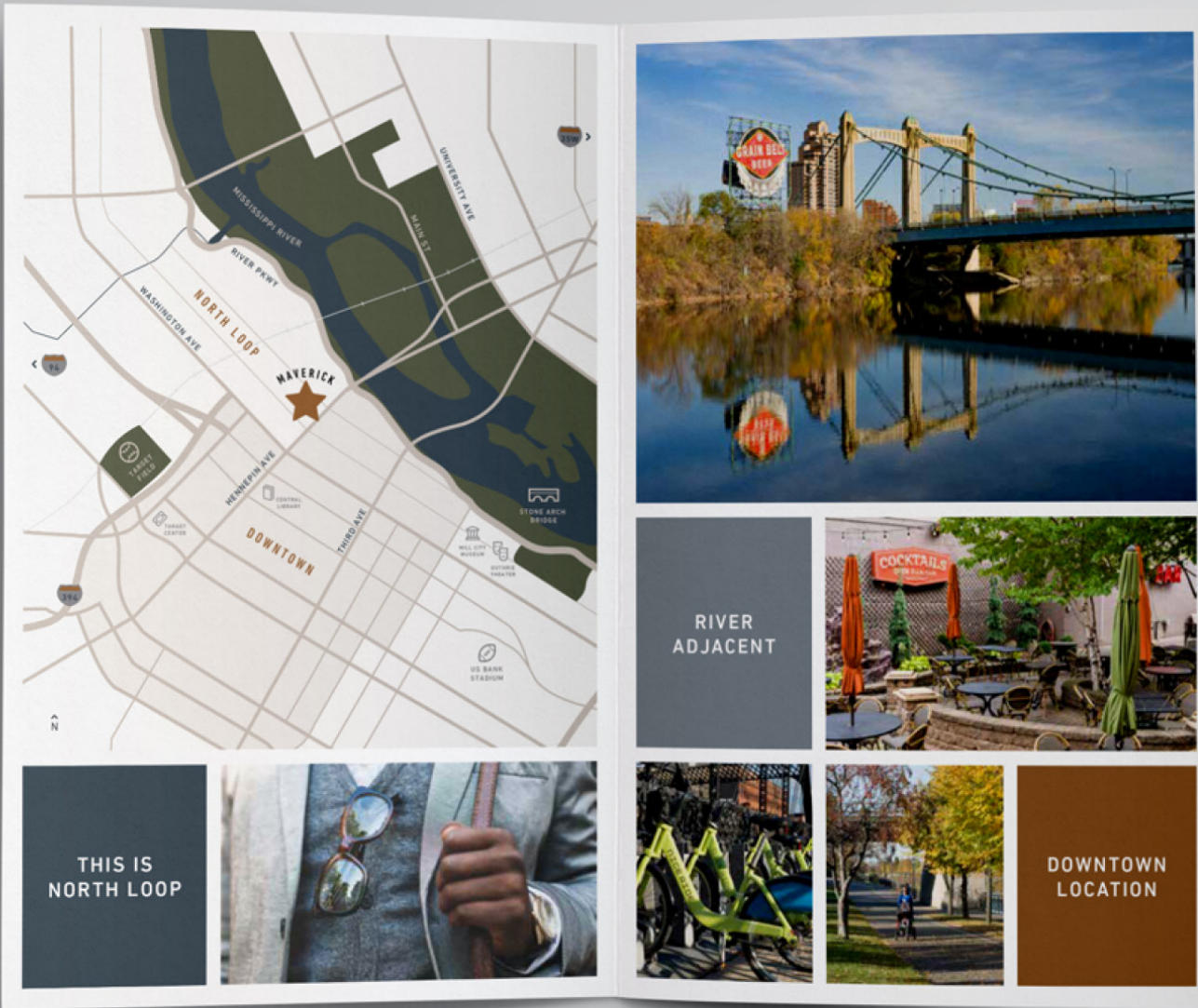
Brochure Stationery





Maverick Apartments
Minneapolis, MN

Brochure Spread



Maverick Apartments
Minneapolis, MN

Advertising



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NORTH LOOP

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📍 AT FIRST & HENNEPIN



MAVERICK
NORTH LOOP

AS LIMITLESS AS YOU ARE
North Loop is full of unique points of view. That includes our unbeatable views of downtown Minneapolis, the Mississippi and famous Grain Belt sign. And we have plenty of amenity spaces to take in the views, like the Skyview Terrace—also great for watching the Vikings and Twins with friends.



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COMING SPRING 2017
APARTMENTS, LOFTS, TOWN HOMES