

upshift

Mason
Chicago, IL

An Authentic Brand
in the Chicago Meat-
Packing District

OBJECTIVE
Marquette Companies
sought UpShift to brand a
14-story, 263-unit luxury
rental community in
Chicago’s West Loop,
specifically in the Fulton
Market neighborhood.

SOLUTION
We created a compelling
brand for The Mason that
resonated with the area’s
history while appealing to
modern renters. Our unique
marketing strategy led to
record-fast lease-ups and
top rents, successfully
expanding the “western
edge” of the West Loop
beyond Ashland Avenue.



LIVE 180°
FROM THE
CROWD
LIVE TO DELIGHT
IN THE DETAILS.
LIVE TO INSPIRE
ORIGINALITY.
LIVE ANYWHERE
BUT ORDINARY.

LiveAtTheMason.com



180° FROM
ORDINARY

AT 180 N ADA

The Mason Apartments is Fulton Market’s newest addition in luxury living. The building features a vintage and industrial inspired aesthetic, built with high-end amenities for a modern lifestyle. Fulton Market is a uniquely historic and fast-emerging neighborhood, next door to Union Park, major area employers, and West Loop’s acclaimed food and drink lineup.

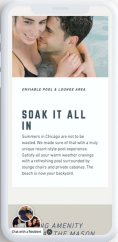
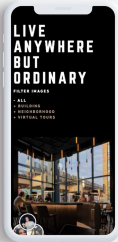
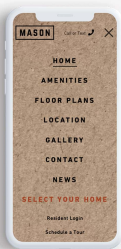
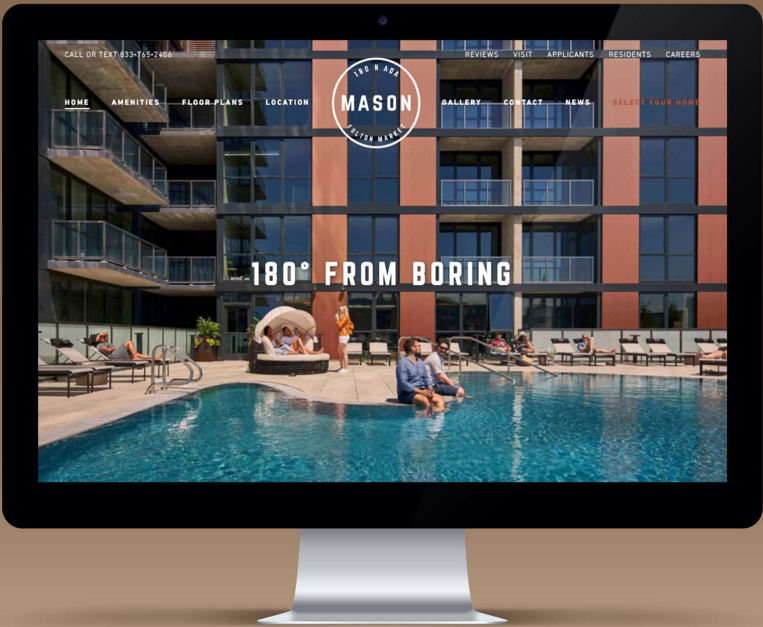
MASON

THE MASON
APARTMENTS
180 N Ada Street
Chicago, IL 60607
833-667-3515
LiveAtTheMason.com



BRAGGING POINTS

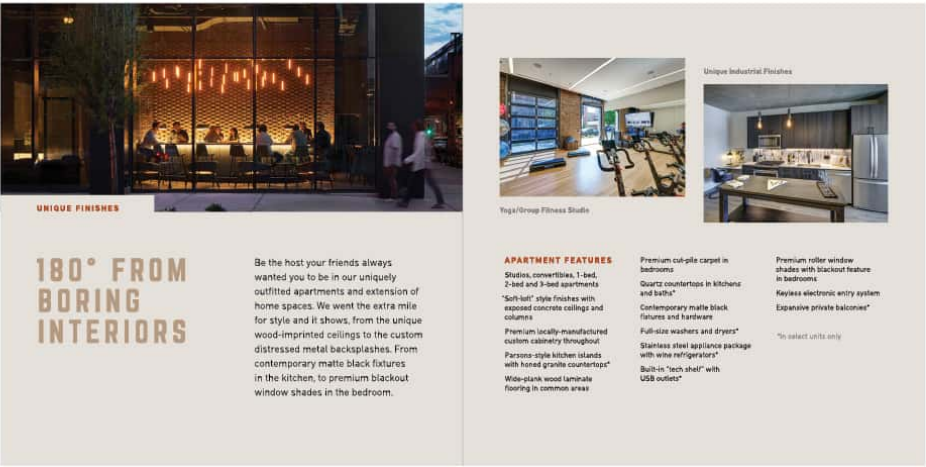
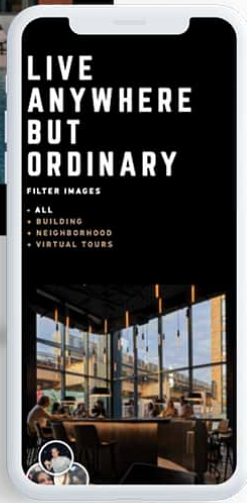
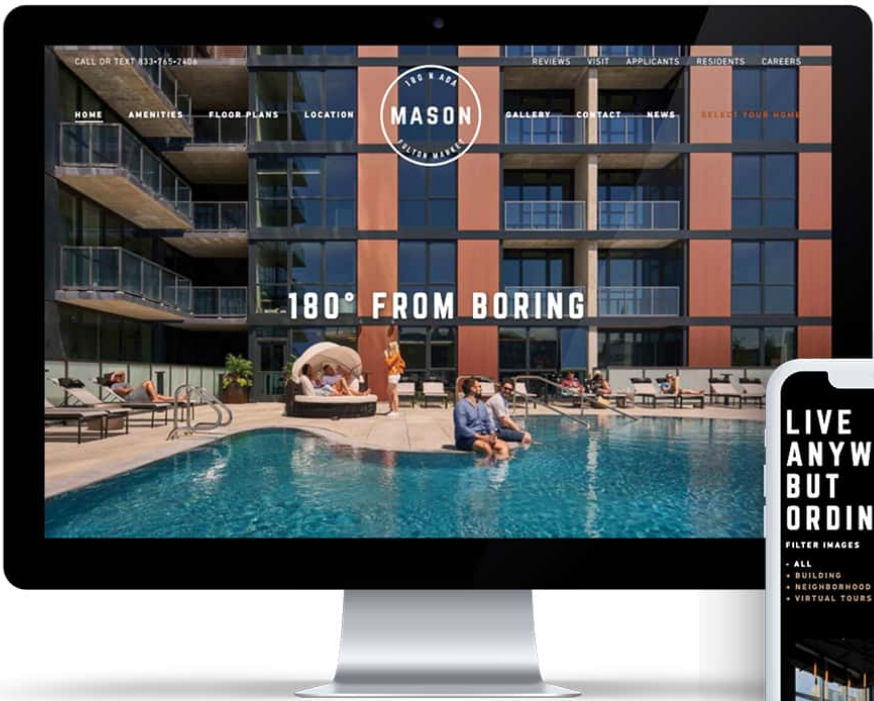
- “Soft loft” styling, features and finishes throughout
- Green Globe certified for building efficiency and environmental sustainability
- On-site doorman and maintenance services
- Fully-enclosed garage parking
- 24/7 Luxer One package system
- Expansive Fitness Center with state-of-the-art cardio, strength and “crossfit-style” equipment
- Yoga/Group Fitness Studio with on-demand classes
- Bike Storage and repair room
- Covered Dog Run and Pet Wash
- Unique resort-style pool experience with private cabanas, sun deck and bocce court
- Aqua Lounge adjacent to pool
- Rooftop Sky Lounge with bar, fireplace, game room and skyline views
- Rooftop Private Dining Room
- Exterior Rooftop Deck with fireplace, fire pit, TVs, grilling stations and lounge spaces
- The Mason will feature a ground level Bar/Lounge
- Premium Wi-Fi in common areas
- Convenient Access to “E” trains
- Dedicated Car Share on-site
- Dedicated “flex working” rooms and conference space
- Renowned Fulton Market “Restaurant Row” at doorstep



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Mason
Chicago, IL

Overview

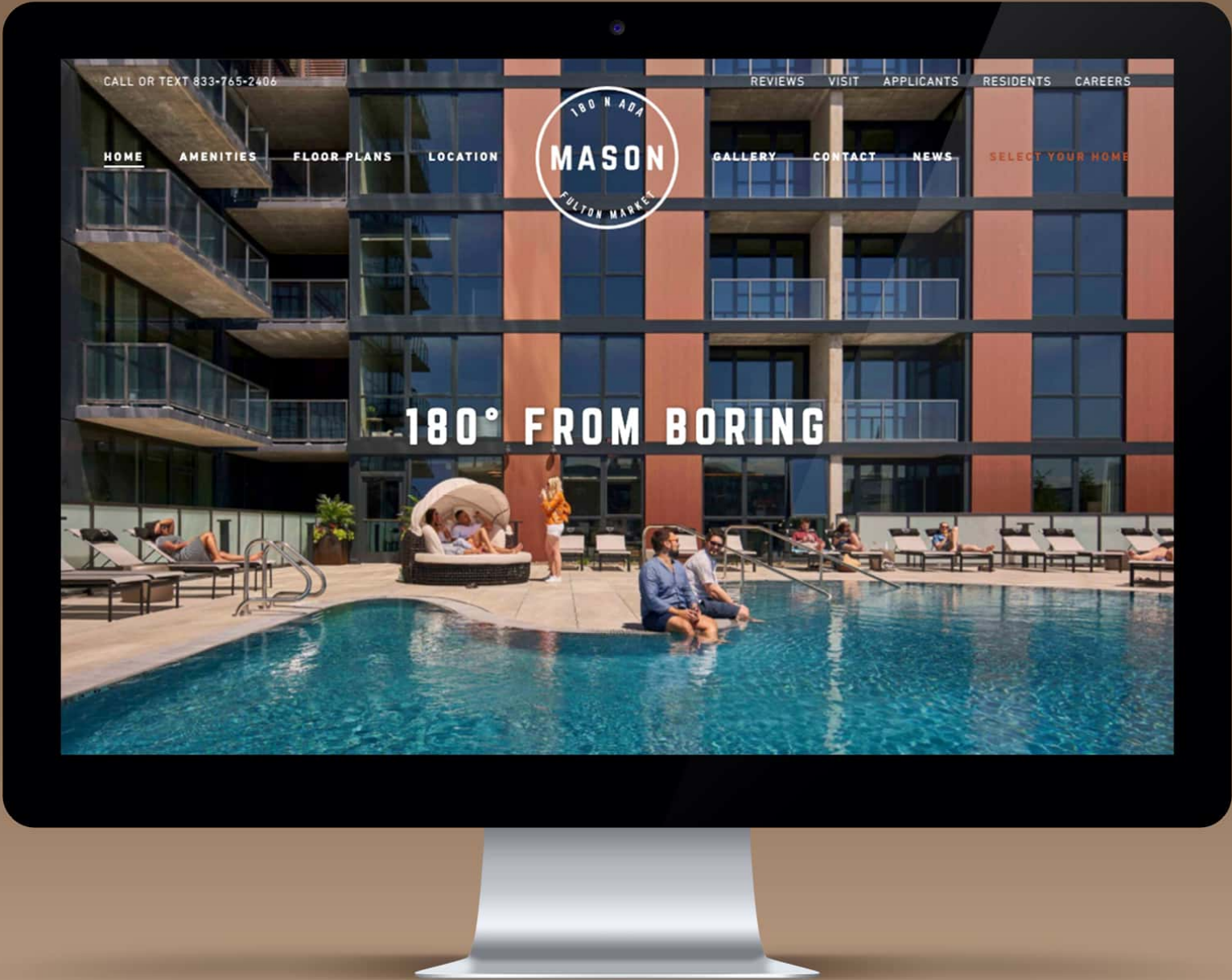


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Mason

Chicago, IL

Custom Website Design



Mason

Chicago, IL

Custom Pricing & Availability
Integration

HOMEAMENITIESFLOOR PLANSLOCATIONMASONGALLERYCONTACTNEWSAPPLY NOW

PLANS & AVAILABILITY

180°
FROM BORING
INTERIORS

VIRTUAL TOURS

One Bedroom Model

Two Bedroom Model

BED
ANY

BATH
ANY

MOVE-IN DATE

MAX PRICE
ANY

SHOW ALL

Schedule a Tour

BY PLANSBY APARTMENTS

Apartment #

APT#	PLAN		BEDS	BATHS	SIZE	PRICE	AVAILABILITY	
0307	A7		1 Bed	1	760 sf	\$2,470 – \$3,135	Available Now	TOUR INQUIRE APPLY
0312	A13		1 Bed	1	791 sf	\$2,274 – \$2,909	Available Now	TOUR INQUIRE APPLY
0412	A13		1 Bed	1	791 sf	\$2,312 – \$2,950	Available Now	TOUR INQUIRE APPLY
0419	A12		1 Bed	1	790 sf	\$2,483 – \$3,100	Available Now	TOUR INQUIRE APPLY
0421	A12		1 Bed	1	790 sf	\$2,483 – \$3,100	Available Now	TOUR INQUIRE APPLY
0422	A10		1 Bed	1	770 sf	\$2,483 – \$3,100	Available Now	TOUR INQUIRE APPLY
0430	B6		2 Bed	2	1,160 sf	\$3,499	Available Now	TOUR INQUIRE APPLY

Mason

Chicago, IL

Custom Pricing & Availability
Integration

< PLAN

A2

1 BEDROOM
1 BATHROOM
691 SF
\$2,123 - \$2,876

AVAILABILITY →

INQUIRE →

SCHEDULE A TOUR →

PDF ↓

SHARE →



ONE BEDROOM MODEL



Take a virtual tour of a similar one bedroom, our A12 layout.

FLOOR 3

FLOORS 4-9

FLOORS 10-13

< Prev Plan

Back to All

Next Plan >

AVAILABILITY

For pricing & availability for this plan, select a move-in date.

MOVE-IN DATE 

APARTMENT	AVAILABLE	STARTING PRICE			
0905	Available Now	\$2,123	TOUR	INQUIRE	APPLY
1005	Available Now	\$2,253	TOUR	INQUIRE	APPLY



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AT 180 N ADA

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Mason

Chicago, IL

Pocket Folder



Mason
Chicago, IL

Floor Plans & Business
Cards

1 BEDROOM
1 Bathroom
790 SF

PLAN
A14



FLOORS 10-13 N▶



FLOOR 14 N▶



Renderings are an artist's conception and are intended only as a general reference. Features, materials, finishes and layout of subject unit may be different than shown.

THE MASON APARTMENTS 180 N Ada Street, Chicago, IL 60607 312-809-0240 LiveAtTheMason.com

MASON

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JULIA TRAKHTENBERG
Leasing Manager
312-809-0240
jtrakhtenberg@marqnet.com

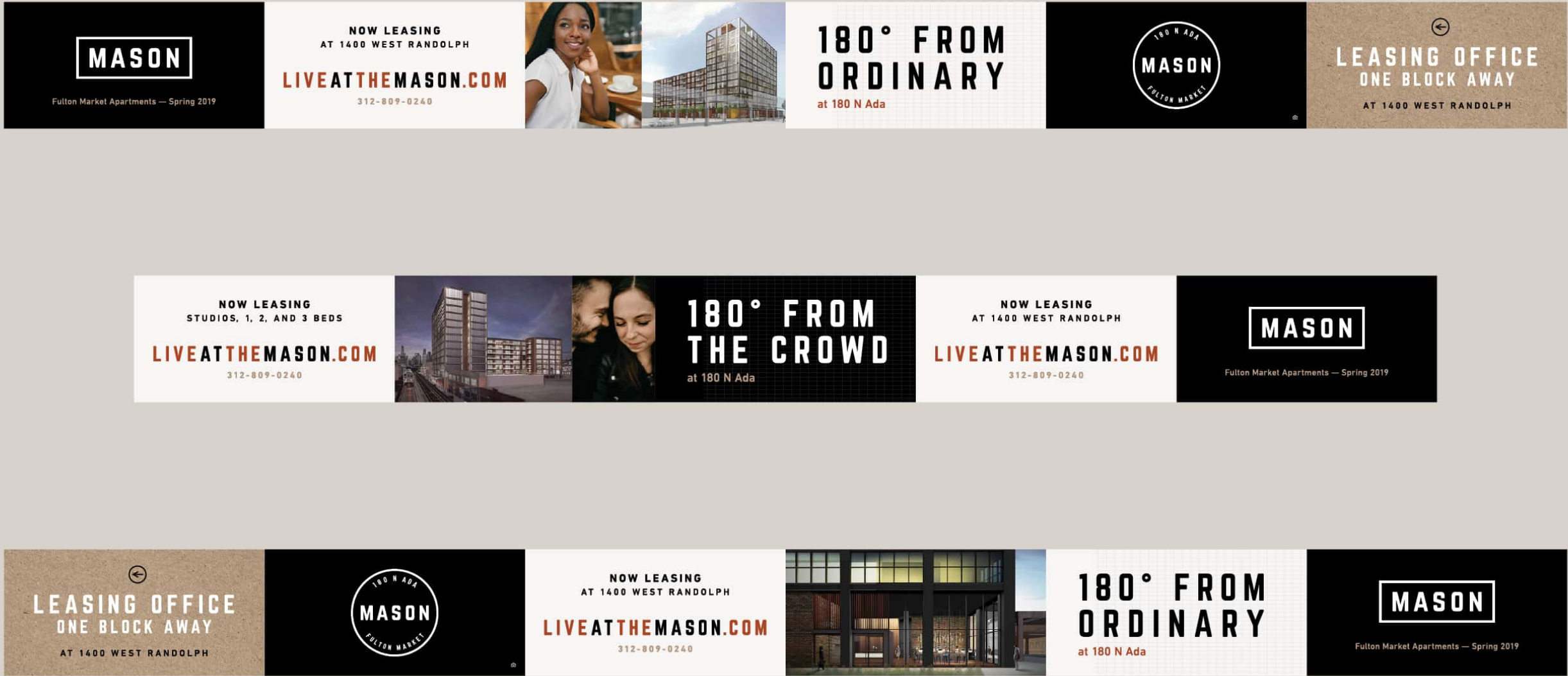
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Construction Signage



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Exterior Graphic



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Chicago, IL

Mobile Web Design



Mason

Chicago, IL

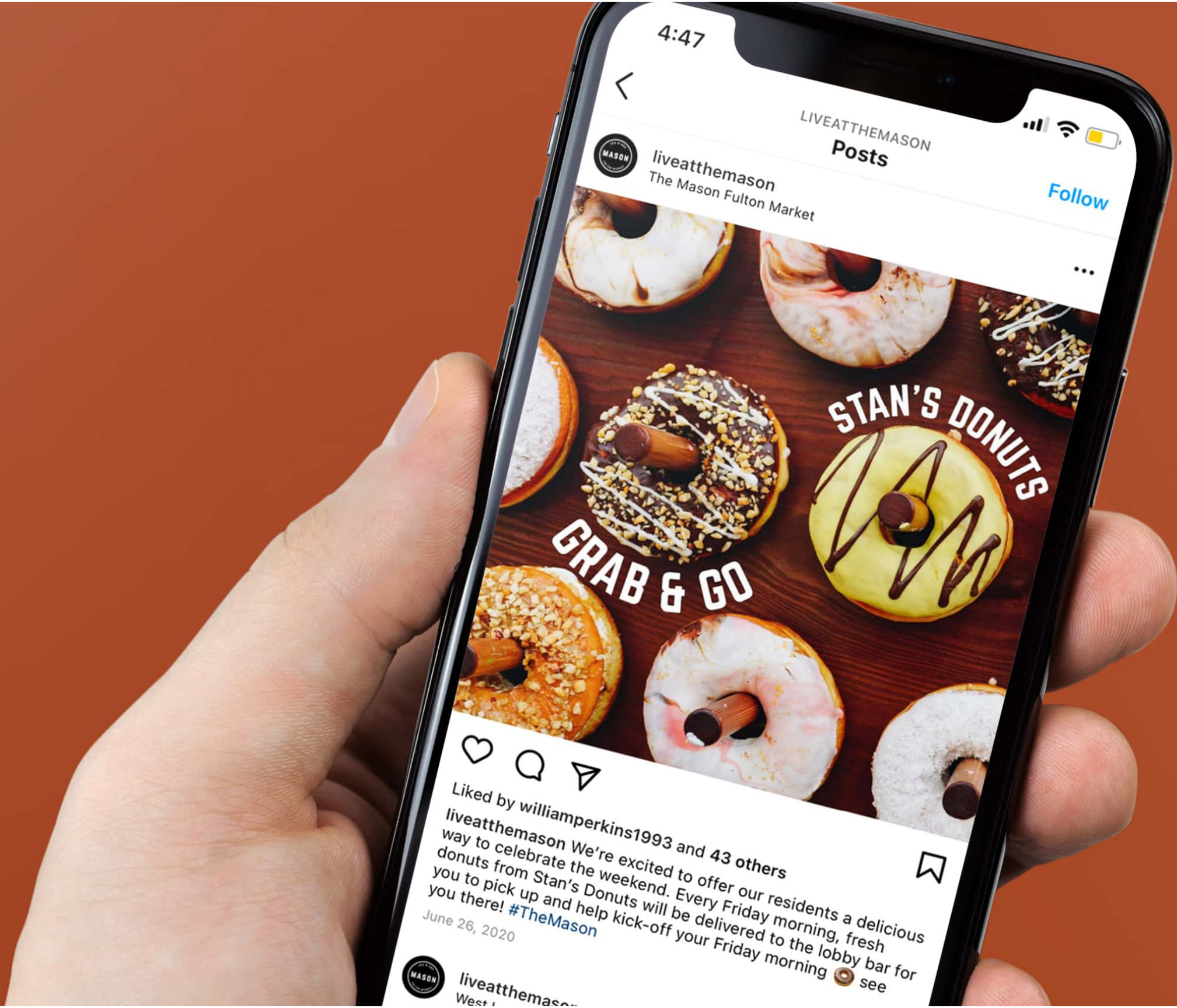
Mobile Web Design



Mason

Chicago, IL

Social Media & Digital
Marketing



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Mason

Chicago, IL

Brand Overview

