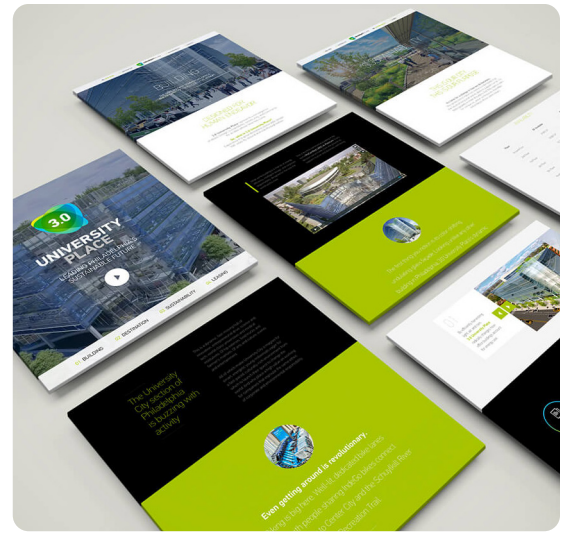




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3.0 UNIVERSITY PLACE

A LEED® V4 PLATINUM MARVEL THAT IS EMPOWERING PHILLY'S GROWTH THROUGH SUSTAINABLE URBAN DEVELOPMENT.



OVERVIEW

University Place stands as an emblem of progressive ideals, pioneering a new era in sustainable infrastructure. Nestled in the heart of Philadelphia, this LEED® v4 Platinum marvel sets a gold standard for eco-conscious design. Our task with University Place Associates (UPA) was to showcase its avant-garde amenities, promoting its health benefits and positive environmental footprint to allure prospective residents and businesses alike. 3.0 UP pioneers eco-conscious design standards.

ENGAGE

Our initial step involved grasping the entrepreneurial mindset crucial for embracing the inherent benefits of this cutting-edge establishment. Delving into diverse user groups comprising startups, established Philadelphia enterprises, grad students, young professionals, and revered regional innovators, we gleaned invaluable perspectives. Engaging in dialogue with this array of stakeholders provided profound insights. These discussions were the linchpin for comprehending the pivotal elements in cultivating a robust business ethos within such a forward-looking environment. Understanding their varied needs and aspirations served as the cornerstone for crafting a blueprint that nurtures a culture of innovation and success within University Place's ecosystem. We began by adopting an entrepreneurial mindset vital for embracing our innovative establishment's benefits. Engaging diverse stakeholders provided invaluable insights across various professional spectrums and backgrounds.



SERVICES

- Brand Strategy
- Brand Identity / Look and Feel
- Brand Style Guide
- Website Design (UI / UX / CMS)
- Photography and Videography
- Iconography / Illustrations
- C-Suite Materials
- 2D / 3D Renderings
- Wayfinding / Signage

EXCITE

The insights gleaned from user groups underscored a resounding longing for a sense of inclusivity and connectedness. They yearned for an environment fostering unbridled, inventive ideation—a space interwoven with rich cultural diversity and offering exceptional dining and entertainment escapades. Their aspiration centered on a lifestyle encompassing all facets. Fulfilling this aspiration, 3.0 emerges as the embodiment of this pledge, seamlessly blending into Philadelphia's thriving university cityscape, augmenting a profound communal essence often absent in modern establishments. We articulated a narrative of cohesion, innovation, and an enriched lifestyle, encapsulating 3.0's unparalleled contribution to urban evolution.

INSPIRE

Our strategy emphasized integrating social awareness, forward-thinking aspirations, and eco-friendly practices, unifying the purpose behind 3.0 University Place. Through astute design and compelling narratives, we empowered investors to transcend mere creators of a groundbreaking structure. Our approach allowed University Place to emerge as a pioneering force in sustainability and a progressive ally, setting a benchmark as a forward-looking community collaborator.



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