



Grand on Grand 3-D Tour

Client: Sutherland-Pearsall Development Corp.
Agency: Wencel/Hess
Media: Multimedia CD-ROM Handout & Sales Center Display
Audience: 5,000 Prospective Condo Buyers
Message: Grand on Grand Features Luxuries, Great Location.

(Camera begins with human height view of the front of the building.)

"Sutherland Pearsall Development Corp has worked with the City of Chicago and award-winning architects on numerous projects. We understand the importance of aesthetics and attention to detail, and are dedicated to excellence in both design and construction, from the ground up."

(Camera will lift up & fly around the building.)

"This philosophy is incorporated into every aspect of The Grand on Grand, starting with the exterior. The soaring facade of glass, concrete and steel and the distinctive finial are modern yet elegantly timeless."

(Focus on a specific corner unit; camera will pass the balcony as the doors open.)

"Balconies afford each unit a magnificent view of the city and a convenient breath of fresh air. Elevate your expectations and discover what modern living should be."

(Camera will move throughout the living room.)

"The floor-to-ceiling windows afford spectacular views with tremendous amounts of natural light. The hardwood floors add warmth and a classic elegance to the living room. This space lends itself to the most formal events, and the open kitchen makes entertaining effortless and stylish."

(Camera will move through the kitchen.)

"At The Grand on Grand, luxuries that some consider upgrades, we consider necessities. For instance, every kitchen features sleek granite countertops and stainless steel appliances."

(Camera moves through the hallway.)

"The nine-foot ceilings make every room, even the hallways, feel larger and more open."

(Camera moves through the second bedroom.)

"In the second bedroom, an immense window covers an entire wall, offering views that rival Chicago's best. The cityscape is both relaxing and invigorating, perfect for a home office or study."

(Camera moves through the master bedroom.)

"In the master bedroom, go to sleep gazing at city lights and starry skies, and wake up to a dazzling panorama. A walk-in closet furnishes plenty of space, so your bedroom can be a sanctuary, not a storeroom."

(Camera moves through the master bath.)

"The adjoining master bath naturally features the very best appointments, and offers the daily convenience of two washbasins, a separate oversized shower, and a six foot soaker tub. A separate full bath accommodates guests."

(Camera moves out the balcony with panoramic view of the city.)

(Copy points appear over the panorama.)

"The luxurious interiors are reason enough to choose the Grand on Grand, but so much more lies beyond the sleek glass walls."

(Copy point "WALK" displayed.)

"Walk."

(Art/style related stock photo displayed.)

"The Grand on Grand is situated in River North, the neighborhood that embodies art and style. Nearby galleries showcase everything from Old Masters to contemporary art. Some galleries feature the best of all genres, while others specialize in a certain area, or even a specific artist. Whether you're an avid collector or just browsing, this is where you want to be."

(Copy point "PLAY" displayed.)

"Play."

(Club or bar stock photo displayed.)

"At night, River North lives up to its reputation as Chicago's hottest entertainment district. Go to one of the corner pubs for a drink after work, or work up a sweat at the city's hottest new dance clubs. Lounges, dinner clubs, and multiple-level venues cater to those who want to eat, drink, and dance all at the same place. When it's time to wind down or cut loose, your best options are just steps from your door."

(Copy point "DINE" displayed.)

"Dine."

(Restaurant stock photo displayed.)

"Living at The Grand on Grand gives you unmatched dining opportunities, with River North's international mix of upscale, adventuresome dining. The neighborhood has more than its fair share of four-star restaurants, where award-winning chefs serve authentic traditional cuisine as well as creative fusion dishes. Sit down to a six-course dinner, or stop by one of the area's many moderately priced restaurants for a quick meal. From classic standbys to trendy nouveau, your palate will be satisfied."

(Copy point "WORK" displayed.)

"Work."

(Workplace-related stock photo displayed.)

"With Grand on Grand's close proximity to the Loop, commuting downtown is convenient and stress free. Buses run on both Grand and Wells, and the Red Line train is just four blocks away. The more athletic may choose to run, bike, or blade to work. And, the Grand on Grand is just a few blocks from the expressways, getting you

outbound in minutes. No need to worry about parking each night; The Grand on Grand features its own indoor garage."

(Copy point "SHOP" displayed.)

"Shop."

(Shopping stock photo displayed.)

"Oak Street. The Mag Mile. Two premiere shopping destinations, minutes from the Grand on Grand. High-end department stores stock the best in basics, and designer boutiques display the hottest trends in clothing for men, women, and children. Interior design and lighting showrooms intrigue and excite. Even the grocery shops carry gourmet ingredients and fine wines. This is world-class shopping steps from your front door."

(Copy point "LIVE" displayed.)

"Every detail in the Grand on Grand has been attended to. A landscaped outdoor plaza. Fully equipped fitness center with adjacent sundeck. Glass exterior that beautifully reflects the cityscape and sky. Rooftop deck with a separate dog run area. Indoor parking garage with multiple spaces available. High-speed elevators. Expansive balconies and terraces."

(Return to copy points displayed over panorama of the city.)

"Your home. You want it to be a departure from the expected. You've found such a place in the Grand on Grand."

(For interactive presentation, cypoints become clickable. For looping kiosk version, presentation ends here.)