

Jefferson Arms BRAND EMERSION

14 November 2016

NO SUITES ALLOWED

ALTERRA INTERNATIONAL
OWNERS • DEVELOPERS • CONTRACTORS

Jefferson Arms BRAND EMERSION – Residences



The Bed Time Story

“...Jefferson Arms is a unique sort of social and living destination. I suppose I should not have been surprised. Among its residents, it was clear they were most at ease on their toes. An eager, inquisitive bunch, always curious, always on the hunt for new ideas and problems to solve.

So, it seemed natural that this energetic establishment was their idea of a place to call home.

A place that could only be called traditional if you kept in mind its city’s traditional offerings of progressive thought, diversity and intelligence with just a touch of bizarre.

They made that decked out old building come alive with ideas and excitement. The cocktails and cuisine didn’t hurt the mood either. Instead, here is where they came to refill their cups...To tell stories. To swap ideas. To eschew status but enjoy the company of those they respected.

Here is where they came to fell at home on an evening out...”

Samuel, Age 29 - after visiting a friend in St. Louis, Fall 2016

The Place

Home to an urban-dwelling creative (broad definition) class of people where they can waltz into Jefferson Arms and experience a familiar kind of comfort: The light will be dim, the furniture will be plush and balding, the music will awaken your senses, the statement eyewear will be **ubiquitous**.

It is the aspirational-but-still-**chill** environment people want to spend their time in.

Jefferson Arms is a good place to host a meeting with a client or, better yet, an **investor**.

It is affordable and there is a lack of pretense. It's about soul, location and **gut feeling**.

Personal oasis in the middle of an urban hustle and bustle.

The people

They are the deskless strivers with a distaste for suits.

People who “make content” and seem to network with athleticism and real joy.

People who describe themselves as “passionate.”

The movie producer who hasn't necessarily produced a movie.

The guy in advertising who when you ask him what he does says, “I tell stories”.

Hyper-contemporary idea that a fulfilling life is exclusive of having a boss.

They exercise voluntarily, eat their veggies, own bee hives on rooftops and are into anything that is organic and fresh. They bike, they walk and they take public transportation.

They take a breakfast meeting, pound out a few e-mails, jump in the pool, have some wine, eat lunch, traipse back to the computer, work a\for a while, put a round of drinks on your expense account.

You'll be greeted by your first name, and you can order an Eastern Standard (Grey Goose, lime juice, muddled cucumber, mint) at Motopia.

The idea is that members let loose to the approximate degree they would at a friend's house: Curl up, but maybe don't let the soles of your shoes touch upholstery.

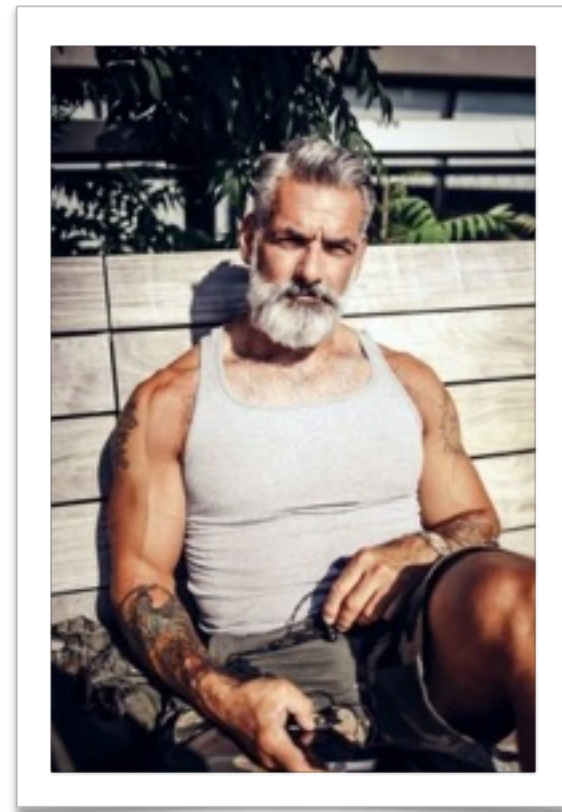
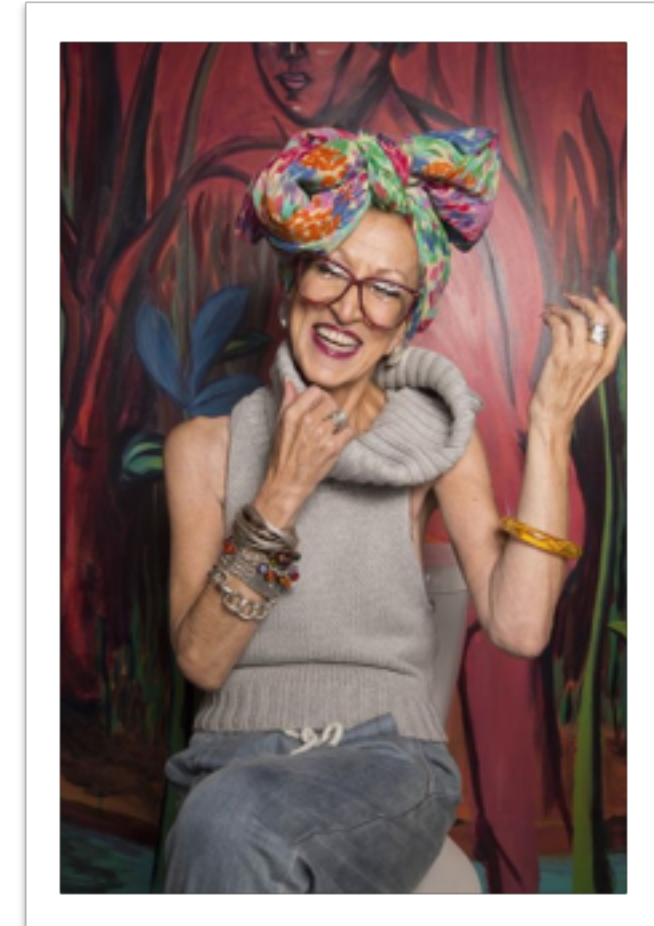


*Age only matters if
you are **cheese**...*

Jefferson Arms BRAND EMERSION



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The Buzz

Front Desk Concierge
Bike Storage
Music Room
Art Room
Karaoke Room
Private Cinema
Playstation Room
Gusto Room
Community Room
Quiet Room / Library
Business Center
Fitness Room
Yoga Room
24 Hour Valet Parking
24 Hour On Site Security
Pool Deck

The Music

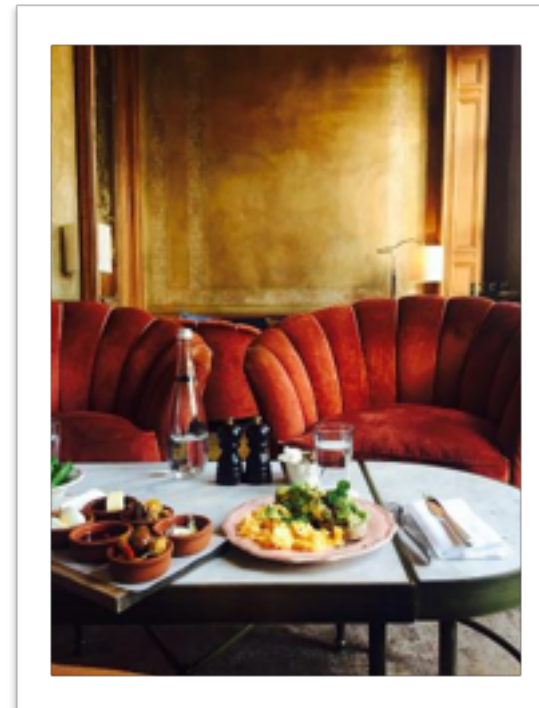
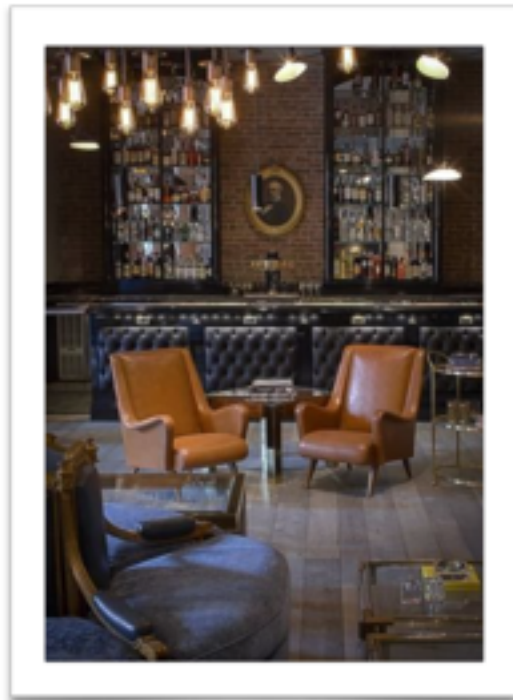
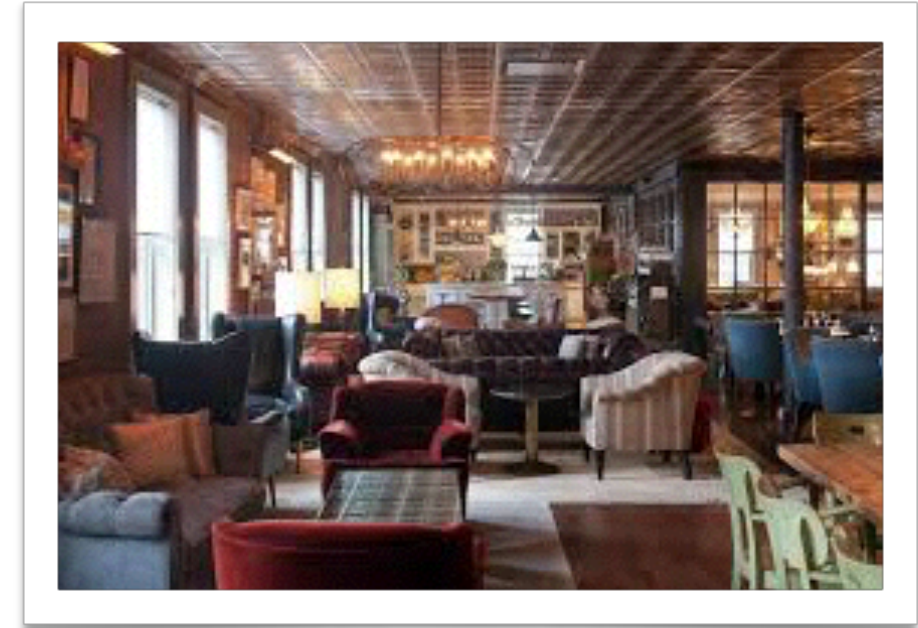
Buddha Bar
Thievery Corporation
Hotel Costes



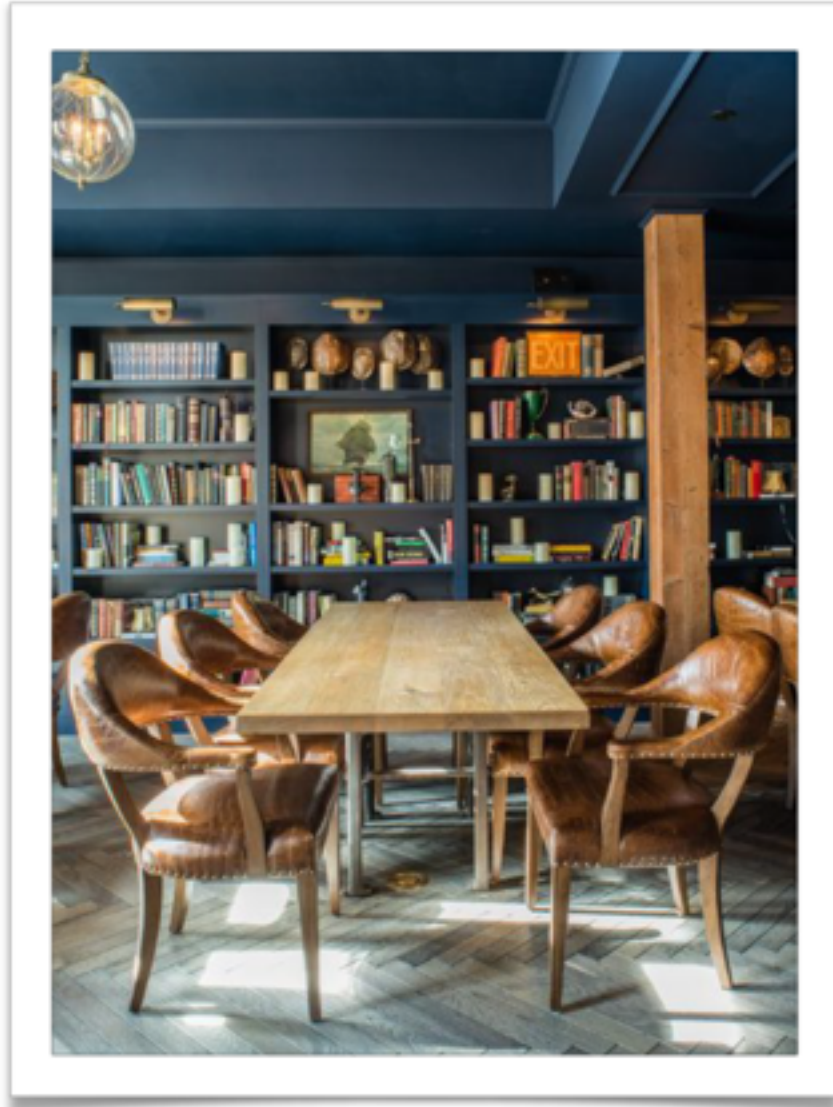
The Art

The Art Program of Jefferson Arms Building centers around rotating exhibitions. The idea of the Art Program is to integrate itself into the Dallas art community, creating a synergy between our guests and the arts around us. The Art Program is designed to be an educational, accessible, fun experience for our guests. Tours of galleries and artists studios, art talks, field trips to museums and events in the US and Europe are all part of it.

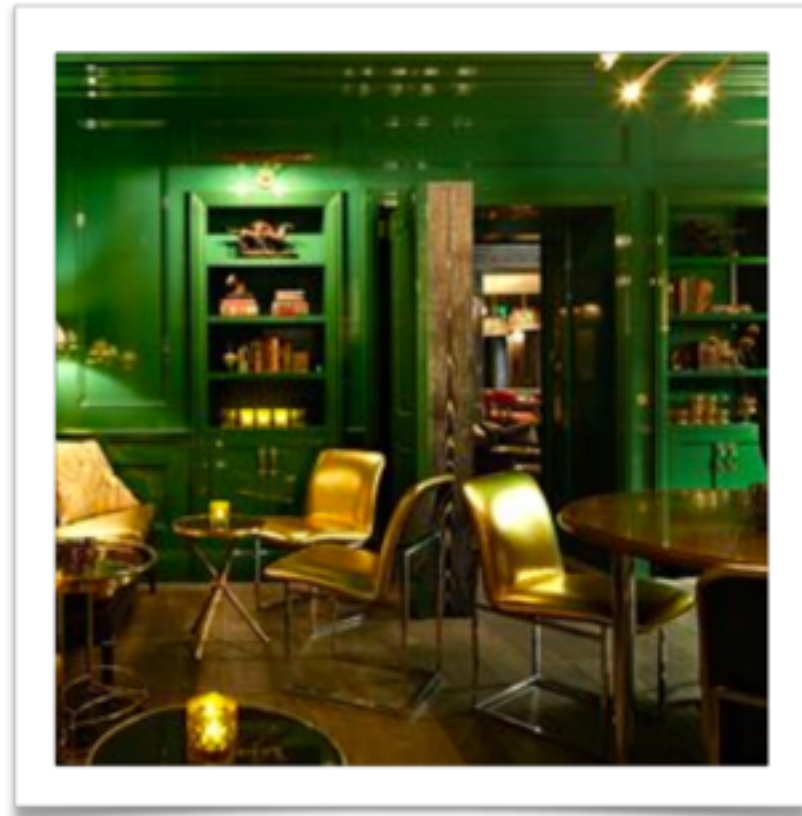
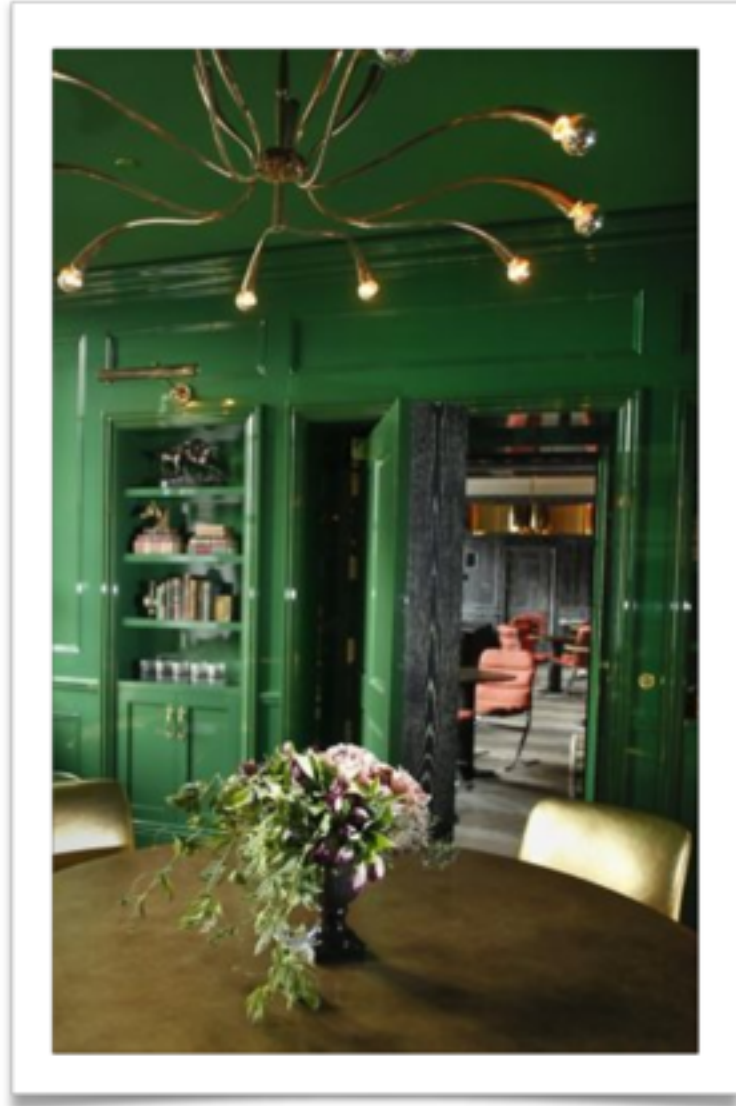
Jefferson Arms BRAND EMERSION – Residences – Community Room



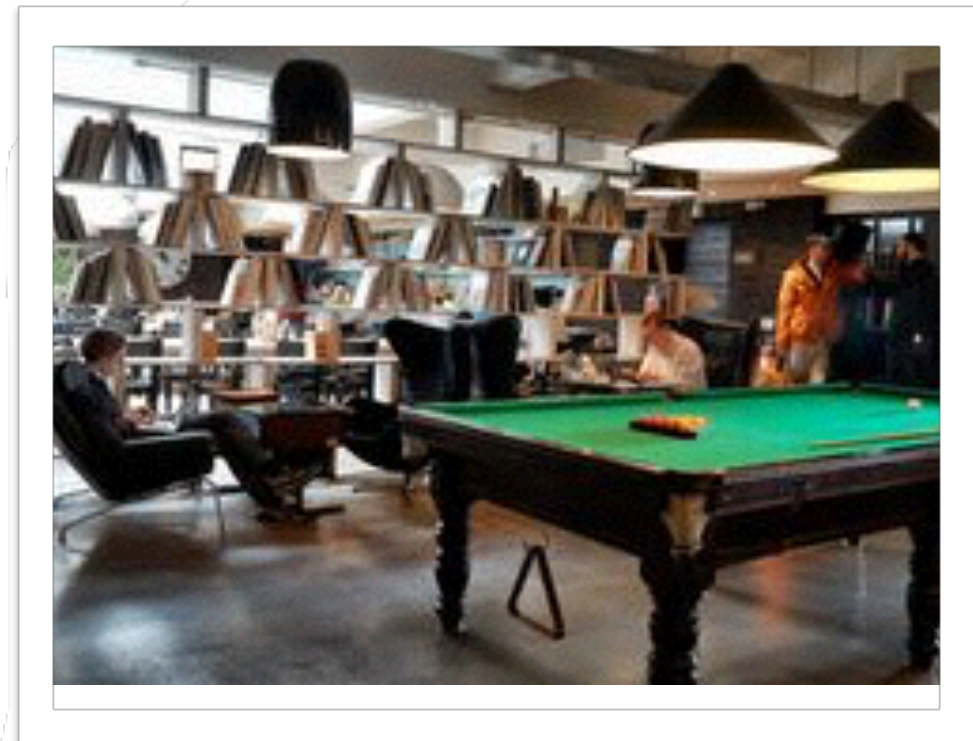
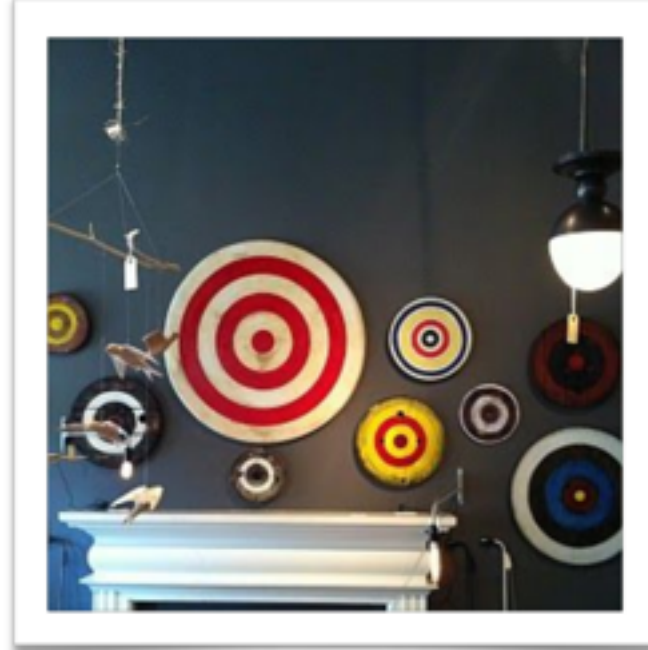
Jefferson Arms BRAND EMERSION – Residences – Quiet Room Library



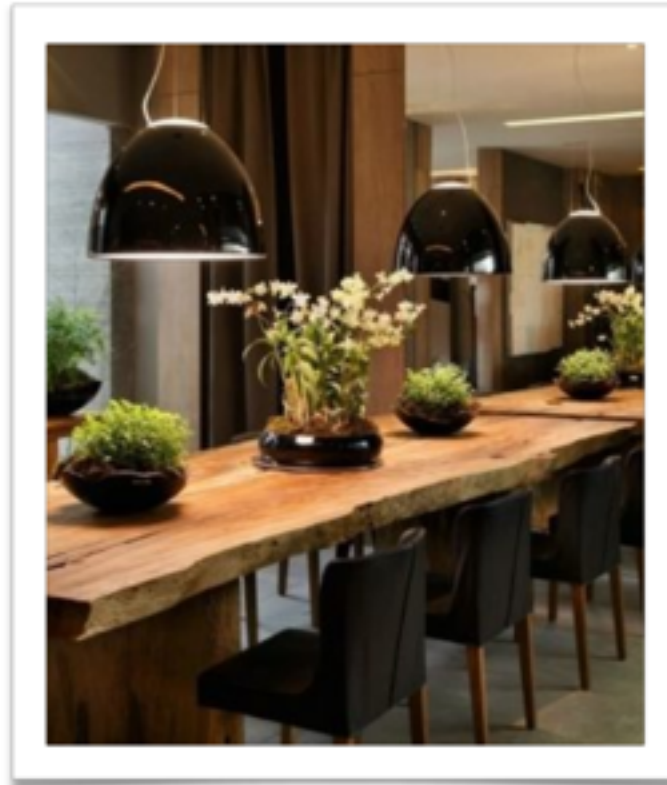
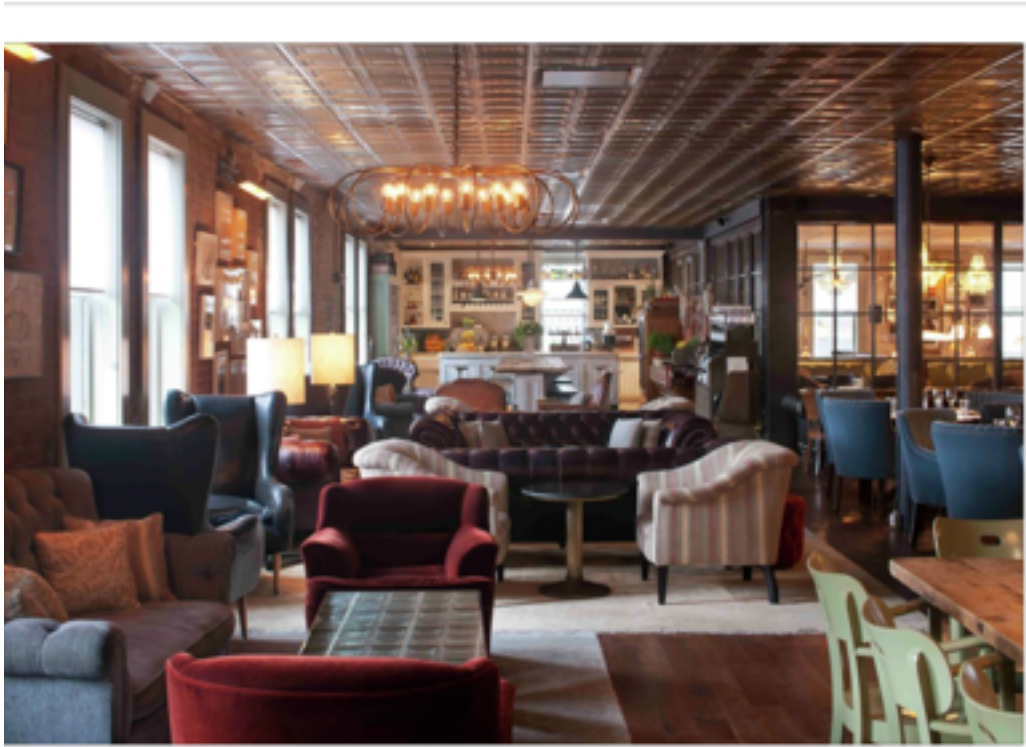
Jefferson Arms BRAND EMERSION – Residences – Business Room



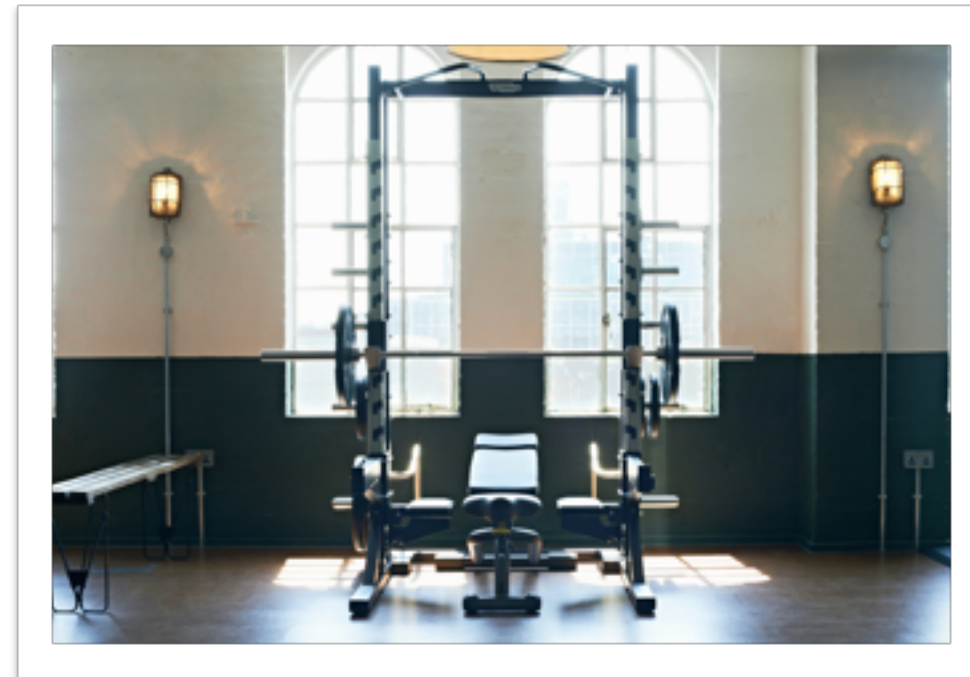
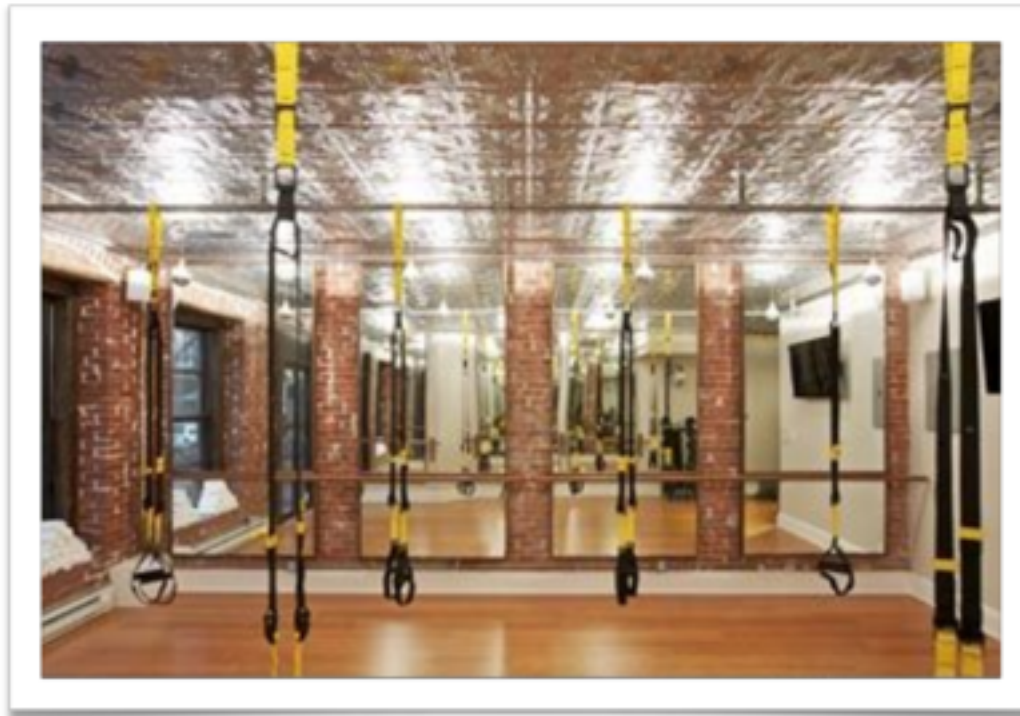
Jefferson Arms BRAND EMERSION – Residences – Entertainment Room



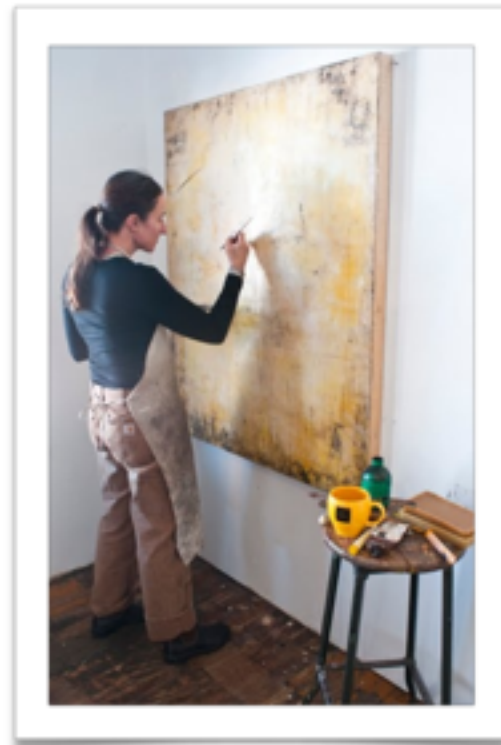
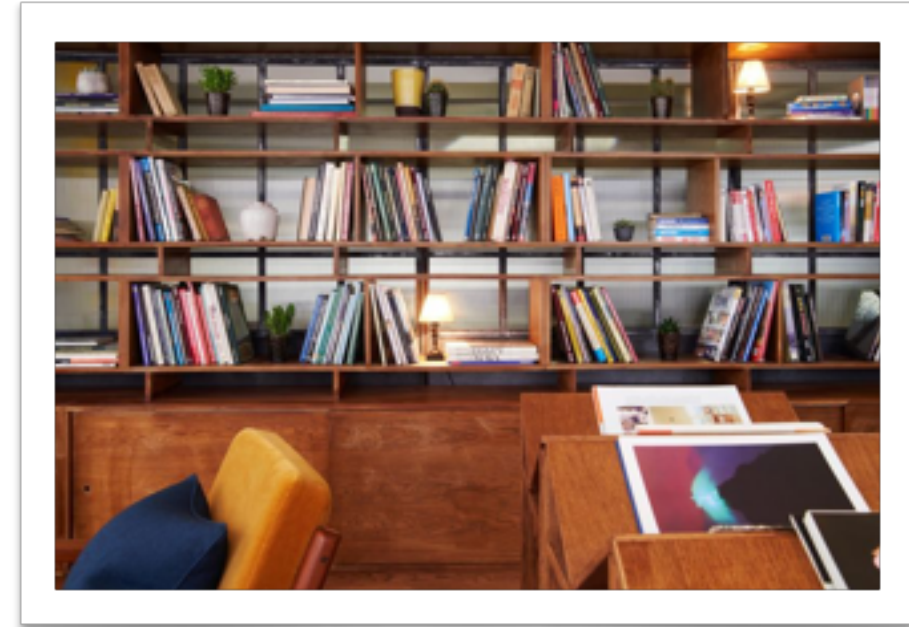
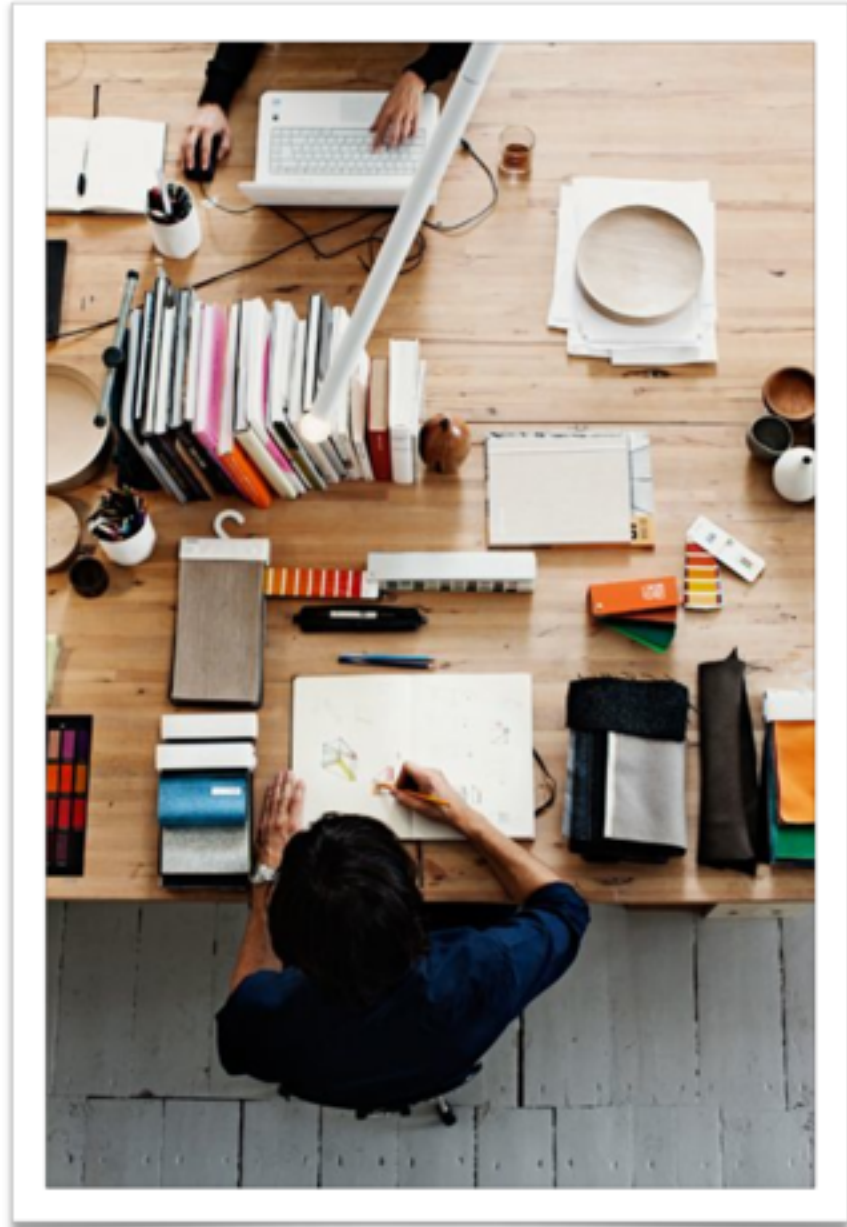
Jefferson Arms BRAND EMERSION – Residences – Gusto Room



Jefferson Arms BRAND EMERSION – Residences – Fitness Room



Jefferson Arms BRAND EMERSION – Residences – Art Room



Jefferson Arms BRAND EMERSION – Residences – Music Room



Jefferson Arms BRAND EMERSION – Residences – Private Cinema Room

