

## FOR IMMEDIATE RELEASE

### **ai3, Inc. Reinvigorates Peachtree Lofts, Atlanta Architectural Landmark**

**ATLANTA - November 17, 2010** – Once featured in *Architectural Record*, Peachtree Lofts is one of the only surviving examples of Bauhaus architecture in Atlanta. Today, with the help of ai3, Inc., the building is undergoing a major design refresh that will once again elevate the building's superior post-modern design status.

Originally built as federal government office space in 1949, Peachtree Lofts was converted to condominiums in 1995 as one of Midtown Atlanta's first loft conversions. With the living quarters successfully redesigned, the homeowner's association recently contracted award-winning Atlanta design firm ai3, Inc. to improve building's common and social spaces.

"It's not just about the individual condo unit. When you choose to live in a building like Peachtree Lofts, you're buying the entire experience afforded by the structure. That includes the architectural history, as well as the common spaces like the lobby, elevator areas and the pool deck. Those are the spaces where you interact with your community," says Joe Remling, principal and co-founder of ai3.

Specifically, ai3 has developed a master design scheme for all public spaces to provide a road map for the community to implement future improvements. Design specifics include a redesigned lobby space and community meeting area, along with the reconfiguration of the fitness center and new media area. Additionally, the design features a refreshed pool deck with cabana styled lounge areas and communal grille. ai3's scope also included the design of the elevator lobbies on each residential floor along with a new iconic graphics package and lighting scheme.

Once the largest structure in Midtown, Peachtree Lofts was commissioned by the federal government to developer and philanthropist Ben Massell, one of Atlanta's most influential and prolific developers. For nearly 40 years, the building was occupied by various federal agencies including the Department of Agriculture, a treasury office, the early CDC office (then known as infectious diseases), and the Civil Servant Examiners office. It was built at approximately \$5.00 a square foot and leased to the U.S. Government for approximately \$1.13 a square foot.

The first phase of the Peachtree Lofts design refresh is scheduled for completion in Spring 2011. For more information on ai3, visit [www.ai3online.com](http://www.ai3online.com).

#### **About ai3, Inc.**

ai3's multi-disciplinary design services reveal the stories that give meaning and value to

design. Through the exchange of ideas and thoughtful client dialogue, ai3 creates energetic, compelling designs across a wide spectrum of industries and geographies. To learn more about ai3's architecture, interior and product design services, please visit [www.ai3online.com](http://www.ai3online.com).

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