

100 PEACHTREE

For Immediate Release

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100 x 100 Project Pairs Art, Education and Real Estate *Commercial Investment Firm Utilizes Art to Market Atlanta Building*

Atlanta, GA (May 2013) – The owners of 100 Peachtree in downtown Atlanta are utilizing original art as a rebranding tool to help lease space. In 2011 America’s Capital Partners (ACP), in partnership with Five Mile Capital, acquired the former Equitable Building, a classic example of the International Style of Architecture designed by the renowned American architectural and engineering firm Skidmore, Owings and Merrill in 1968. Committed to both restoring the property and contributing to the revitalization of downtown, ACP reached out to Georgia State University (GSU) Earnest G. Welch School of Art and Design and formed a collaborative partnership.

The idea became the 100 x 100 Project, a fitting name since GSU is celebrating their 100th Anniversary this year. To date, the partnership has proven to be a huge success for all parties involved. Students in the undergraduate program participated in a design competition titled “Identity 100: Rebranding 100 Peachtree” that resulted in over 40 original pieces of graphic art, fine art and animated video focused on the number 100. The winner of the competition received a MacBook Pro and pieces were displayed at various locations in downtown Atlanta. The spring curriculum for graduate students in the Interior and Graphic Design Studio included creating an exhibit for the building’s 31st floor that expressed not only the building’s history but also its evolution. The “Inspired Change” exhibit opened with a private reception on May 9, 2013. All graduate students received an Apple iPad Mini in appreciation for their work, plus ACP and Five Miles are establishing a \$28,000 grant for future students attending the graduate program that will be funded over a period of three years. A dedicated website (<http://www.100x100project.com>) provides more details and student photos.

“This is an exciting relationship for us,” stated Michael White, Director of the Welch School of Art and Design. “Providing our students with real world experience is invaluable. Not only will they have the opportunity to assist in rebranding a landmark example of the international style of commercial architecture, but students will also be working directly with leaders in the business community. ”

A comprehensive restoration plan for 100 Peachtree is underway. The \$14 million planned capital improvements consist of new energy efficient dual-pane windows, a complete renovation of the lobby and a newly landscaped café and retail plaza. New modern amenities already completed include a mock courtroom, conference facilities, a fitness center and state-of-the-art security. For leasing information contact CBRE at (404) 504-7900.

America's Capital Partners (ACP) is a fully integrated private real estate investment company headquartered in Coral Gables, Florida. Over the past thirteen years, ACP has acquired, managed and leased over 20 million square feet of office space in targeted markets along the east coast of the United States with an aggregate asset value of over five billion dollars. For more information, visit www.americascapital.com.

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