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InterCom® Selected for Branding of \$100-Million elevon at Campus el Segundo



October 13, 2014 - Newport Beach, CA — The developers behind El Segundo’s newest commercial real estate project took no chances when it came time to selecting a trusted marketing partner. They chose InterCommunications®, the Newport Beach-based global branding firm with more than 30 years of experience in putting new destinations of every type on the map.

A joint effort by Continental Development Corporation and Mar Ventures, Inc., elevon represents the newest, most innovative business address in Southern California. As the next phase of Campus El Segundo, the 15-building office environment is a for-sale opportunity presenting companies with the rare chance to take full control over their own space. Built from the ground up with a contrarian DNA, elevon features one-of-a-kind modern architecture, chef-driven restaurants and service amenities, and innovative elements in sync with today’s mobile-minded working style.

“Today’s business owners have simply grown tired of the same four walls,” said Toni Alexander, President and Creative Director of InterCommunications. “The market wants innovatively designed indoor-outdoor business settings that inspire, and communal environments that spark synergy and ideation. elevon is a progressive campus that offers all of this, as well as the huge upside of owning versus leasing. In short, elevon’s owners will be able to ‘work smart’.”

elevon's modern vernacular is the brainchild of internationally renowned architect, Steven Ehrlich, whose firm extends the traditions of California modernism through an approach that fuses new technologies with cultural and environmental sensitivity. The project's 15 contemporary buildings—which have a residential feel—widely vary in size and shape, and feature metal roofs, wood elements and extensive glass. Offices are decked out with concrete floors, garage-style roll-up doors and exposed ceilings filled with natural light.

“A new space as creative as elevon called for a marketing firm that knows how to think differently,” said Alex J. Rose, Senior Vice President of Continental Development Corporation. “InterCom’s new work for elevon is fresh, innovative and memorable—and manages to convey key attributes of the project in a quick and inventive manner that’s likely to resonate with the creative class. Comprising print, outdoor and direct mail, the new campaign is complementary to the project’s commercial brokerage activities designed to drive even greater value for elevon.”

InterCom’s depth of expertise extends across the full spectrum of real estate development, from master-planned residential communities and resort destinations, to high-rise condos and mixed-use developments.

The firm recently completed a branding effort for another forward-thinking LA-area development: Runway at Playa Vista. Being built on land once controlled by aviation mogul Howard Hughes, the \$260-million Runway is a large-scale, mixed-use lifestyle center offering unique shopping, dining, entertainment and an engaging social vitality. When complete in late 2014, Runway will offer approximately 200,000 square feet of retail space, 39,000 square feet of office space and 420 residential units.