

# interurban exchange



Vulcan Real Estate and Schnitzer Northwest commissioned GIRVIN to develop a brand position and name for four buildings in the South Lake Union, Seattle. Each building averaged more than 100,000 square feet and was directed by Vulcan Real Estate, a Paul G. Allen company. Schnitzer, their partner, is one of the largest developers in Washington and Oregon, and is founded by the Schnitzer family of Portland, Oregon.

GIRVIN studied the market during a time when these buildings were under examination and being purchased by Paul Allen. All building plans are life sciences in orientation, and span multiple blocks of Lake Union property. GIRVIN named one building Interurban Exchange, and created all the marketing collateral for the development.