

NOVEMBER 24, 2017 - **EXHIBIT DOWNTOWN** IN THE NEWS - FEATURED - By Kyle Campbell

Instagram moments adding new layer to apartment marketing



THE LOBBY AT EXHIBIT AT 60 FULTON

In real estate sales, as in life, there are things one chooses to do, things one must do and things one does “for the ‘gram.”

The idea of “doing it for the ‘gram,” which is any action done with the expressed goal of getting optimal likes on a photo or video shared on Instagram, is an ethos adopted by many celebrities and millennials, as well as actual children. It has also influenced the way real estate projects are designed and decorated.

From outdoor murals to paint-splattered elevator shafts, ornate lobbies and façades made of intricate lighting displays, many developers — both residential and commercial — have gone to great lengths to incorporate artistic elements into their projects. These installations bring identity to new buildings and create a sense of place.

They’re also ready-made fodder for social media, a fact that some in the industry are more willing to embrace than others. ...

For **Scott Aaron**, managing principal of the **Socius Development Group**, he opted for less modern

and, in his opinion, more authentic approach to art in his newest building, **Exhibit**, at **60 Fulton Street**.

As its name suggests, art plays a major role in the 120-unit building, which is set to open next month. A collection of roughly 1,000 images, many of which were shot in black and white by five photographers, will rotate throughout the various wall space in the building.

With intimate access to the high-profile musicians from the 1960s, 70s and early 80s, **Aaron** said the images selected show New York City pop culture in its rawest form.

While he acknowledges that many residents and visitors will take photos of these portraits to share on social media, **Aaron** said that was not the point of including them in his building.

“The photography we have on display is much more raw, less filtered than what we see today,” he said. “They are beautiful but they’re run through 17 filters before they go online and they just don’t capture the same grittiness.”

(EXCERPT)