



FOR IMMEDIATE RELEASE

Contacts:

Cheryl Engstrom, cheryl@engstrompr.com, 425.487.0682

Jennifer Leavitt, jleavitt@kemperdc.com, 425.646.3660

Kemper Development Company Pioneers High-Tech Sales Office of the Future

**Unveils Multi-Million Dollar State-of-the-Art “Experiential” Center to Introduce
Significant Bellevue Expansion**

BELLEVUE, Wash. (May 9, 2014) – Kemper Development Company (KDC) has borrowed a page from the video game industry to solve a common real estate problem: how to sell a space that has yet to be built. Putting a high-tech spin on the traditional architectural model, the company introduces a first-of-its-kind experiential sales office as it heads to the industry’s top trade show, the 2014 ICSC RECon global retail real estate convention in Las Vegas. The ground breaking multi-million dollar **Expansion Experience Center** called **The Studio** is designed to bring the development plans to life and accomplish the firm’s goal of pre-leasing 100 percent of its \$1.2 billion mixed-use expansion of The Bellevue Collection, KDC’s thriving “live, work, play” destination in affluent Bellevue, Washington.

With the 2 million sq. ft. expansion breaking ground this summer, the company’s Chairman and CEO, Kemper Freeman, is betting his tech-driven investment will inspire prospective tenants into signing long before construction is completed. The visual and sensory-rich Studio captivates visitors in an engaging, interactive virtual storytelling experience that brings the soon-to-be-built office, residential, retail, nightlife and hotel spaces to life.

Custom interactive software developed by KDC’s creative agency, Orange County, California-based The Voyager Group, activates bustling storytelling scenes animated on a 3D model of the property and downtown business district. The Studio also features a 24 ft. by 9.5 ft. video wall, built on a radius, where sweeping, uninterrupted views are the focal point and a montage of Bellevue Collection photography captures the consumer’s imagination through its immersive style of storytelling.

“The ability for prospective tenants to envision a space that has yet to be built can make or break a real estate deal,” says Freeman. “With The Studio, we can take our prospective tenants on an emotionally engaging ride that showcases not only the physical space, but also the energy and excitement of what’s to come. Tenants can also compare views from various floors

and sides of the building. We see The Studio as not only a game changer for the commercial real estate industry, but also for our future tenants who might otherwise be apprehensive about pre-leasing space before construction has been completed.”

Driven by Freeman’s desire for The Studio to be a thoughtful exploration of The Bellevue Collection both today and tomorrow, The Voyager Group brings the story of The Collection’s success and synergy to life through innovative space design, impactful use of large format video screens, strong digital content and state-of-the-art animation projection. Local talent from tech and audio visual partners, Seattle-based Definitive Audio, Studio 216 and UBI Interactive, play important roles supporting the creation of compelling and engaging storytelling experiences around the expansion.

“We began this concept more than a year ago and have worked as a team to curate each element of this experience so that we could bring Kemper Freeman’s vision to reality,” says Jennifer Leavitt, vice president of marketing, KDC. “Innovative technology plays an important role to bring the story of the power and performance of The Bellevue Collection to life. It truly is an amazing experience for Studio visitors to preview what’s to come in our community.”

Located in Lincoln Square on the second floor in the corridor leading to The Westin Bellevue, The Studio will open Late Summer 2014 and be open to the public during regular shopping hours.

The Bellevue Collection Expansion Experience designed and produced by The Voyager Group.

The Studio Technology Partners:

Definitive Audio www.definitive.com
Studio 216 www.studio216.com
UBI Interactive www.ubi-interactive.com

About The Bellevue Collection Expansion

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company, includes Bellevue Square a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square anchored by the Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue hotel. Announced in May 2013, Kemper Development Company’s mixed-use expansion will extend and enhance downtown Bellevue’s bustling live, work, play and shop environment, ensuring that Seattle’s Eastside tech industry and The Bellevue Collection continue to grow in tandem. In addition to more than 375,000 square feet of new retail, dining and entertainment space, The Bellevue Collection’s mixed-use expansion plans include 700,000 square feet of Class-A office space, with unobstructed views of Mount Rainier to the south and Lake Washington and the Olympics to the west; a 250-room boutique hotel, approximately 500 high-end residential units and an additional 3,700 free parking spaces in two 6-level underground parking garages. Construction is slated to begin in July 2014, and to be completed by fall 2016. For additional information, please visit <http://lincolnsquareexpansion.com/>

#