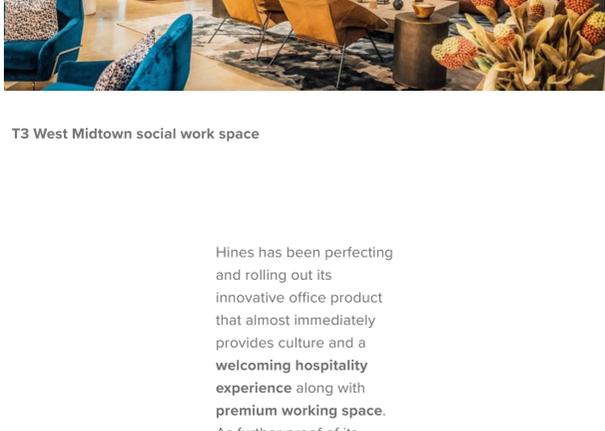


Microsoft Chooses Office “Vibe” in Atlantic Yards

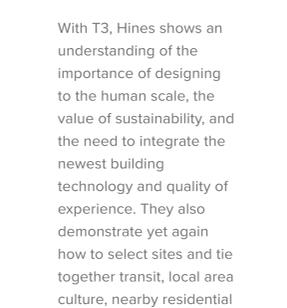


T3 West Midtown social work space

Hines has been perfecting and rolling out its innovative office product that almost immediately provides culture and a **welcoming hospitality experience** along with **premium working space**. As further proof of its appeal, in May, [Hines \(Atlanta\) announced leasing a large space to Microsoft](#) in Atlantic Yards. Also part of that development is Hines’ latest delivery of T3, a highly creative office concept. T3 stands for **Timber, Transit and Technology**, and references traditional construction style, **state-of-the-art technology**, uses **sustainable materials** and is suited to companies that emphasize **culture and quality of employee experience**. The T3 building is 230,000 square feet, of which Facebook is one of the first tenants.

The news is big, signaling not only the desirability of West Midtown but also the creation of jobs and further economic vibrancy in a time when some are questioning the future role of the office.

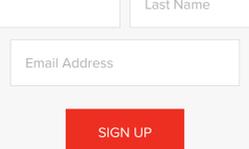
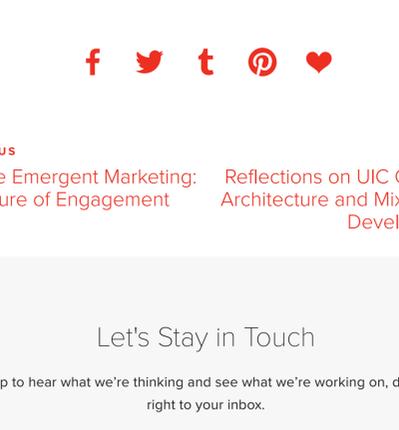
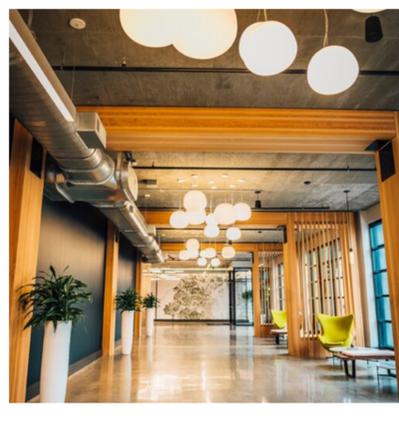
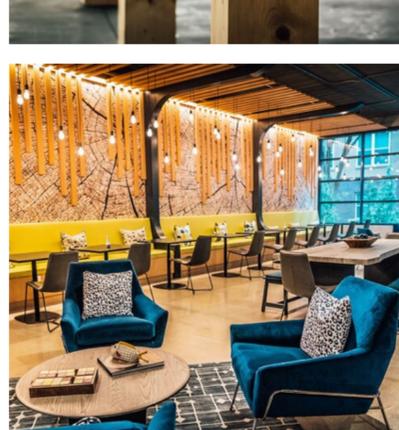
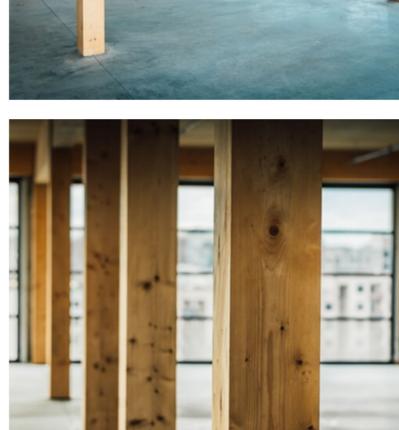
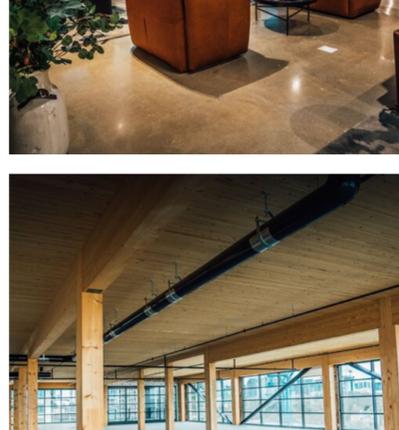
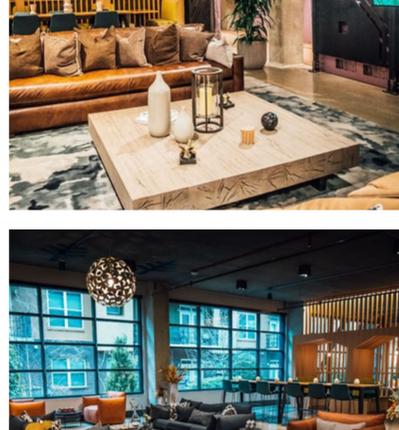
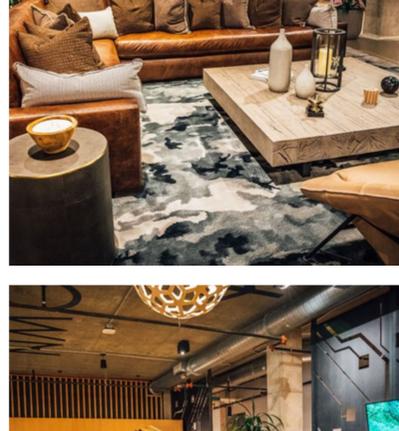
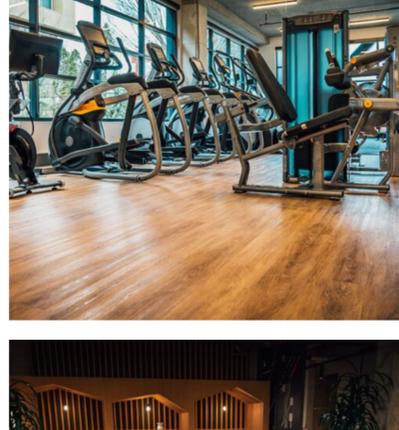
Torque is well-versed in the T3 narrative, having worked with Hines and their partners to launch and market T3 in Chicago, Denver and other growth markets soon to be announced.



With T3, Hines shows an understanding of the importance of designing to the human scale, the value of sustainability, and the need to integrate the newest building technology and quality of experience. They also demonstrate yet again how to select sites and tie together transit, local area culture, nearby residential properties, and amenities, to create diverse and thriving communities. It’s a detailed story that needs to be harmonized for each unique project to fully bring out the opportunity.

Atlanta is growing and changing, and the need for insights pulled from around the country is key as the market grows. There is an opportunity to deliver the messaging and brand value stories for the next generation of office, residential and mixed use developments.

Torque real estate marketing. Imported from everywhere, crafted for Atlanta.



[PREVIOUS Torque Emergent Marketing: A Culture of Engagement](#)
[NEXT Reflections on UIC Campus Architecture and Mixed Use Development](#)

Let's Stay in Touch

Sign up to hear what we're thinking and see what we're working on, delivered right to your inbox.

I'm not a robot
 

We respect your privacy.

For companies that must refine, build and extend the experience of their real estate brand.

1545 N Western Avenue
Chicago, IL 60622
312-421-7858

info@torque.digital

