

The Mae West Issue
B U S H W I C K



BRAKE



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LETTER FROM US

BUSHWICK: THE

NEIGHBORHOOD

MAE WEST

UPCOMING TRENDS

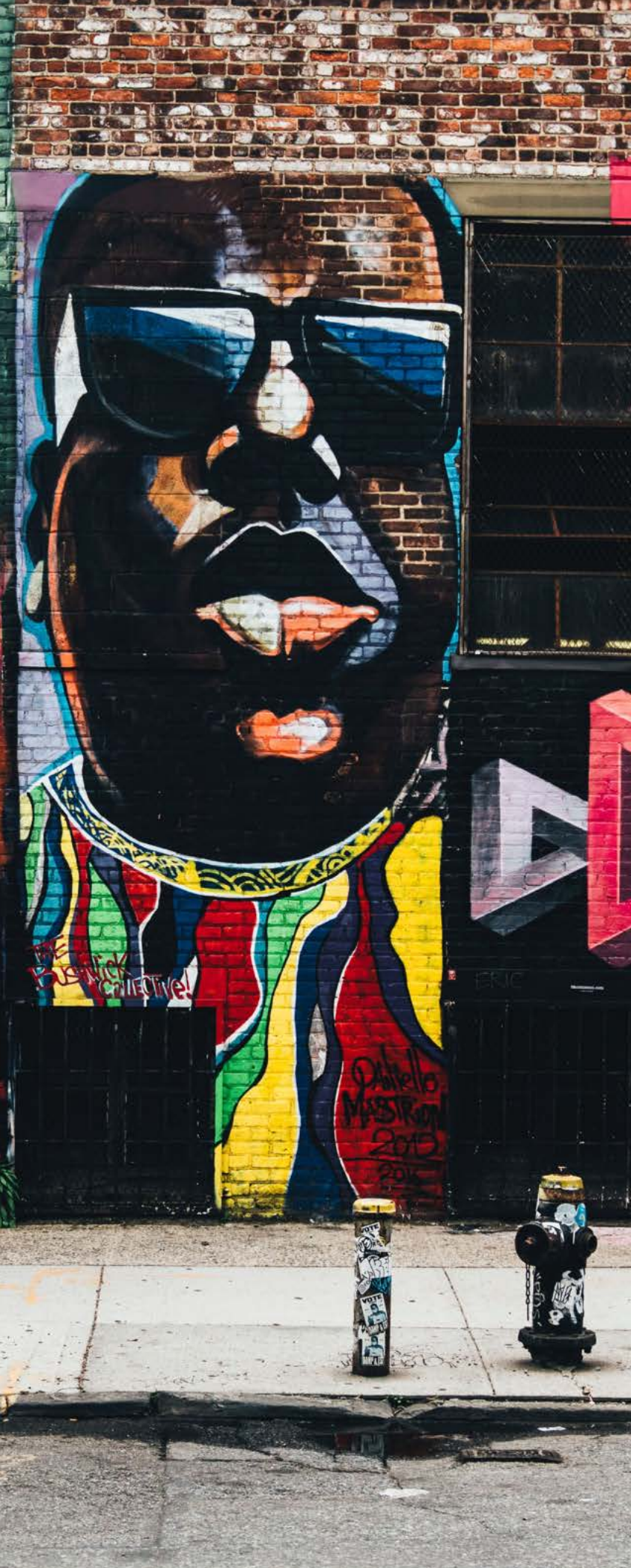
BRANDING

BUILDING DESIGN

WHO WE ARE



Lexi Bellaart



LEXIBELLAART
BUSHWICK
COLLECTIVE '18

INSIDE:
@LONNY
@JUSTICE
APPLE
@JIBO
CLIMBING!

BUSHWICK
COLLECTIVE!

Dante
MASTRON
2015



A L E T T E R F R O M U S

For the developers and visionaries, this publication is for **you**.

As you forge ahead, changing the landscape of New York while creating your everlasting market footprint, we await your signal. We anticipate your project completions, for we are a reflection of your entrepreneurial spirit and perseverance. Of your boldness and passion. **We are your storytellers.**

When recently presented with an opportunity to work on a development in Bushwick, we immediately knew that we needed to create an image and story that represents the unmatched qualities of Bushwick. Of its transformative energy, warm and whimsical charisma, and ever-evolving nature. A story rooted in its hidden past, dynamic present, and thrilling future.

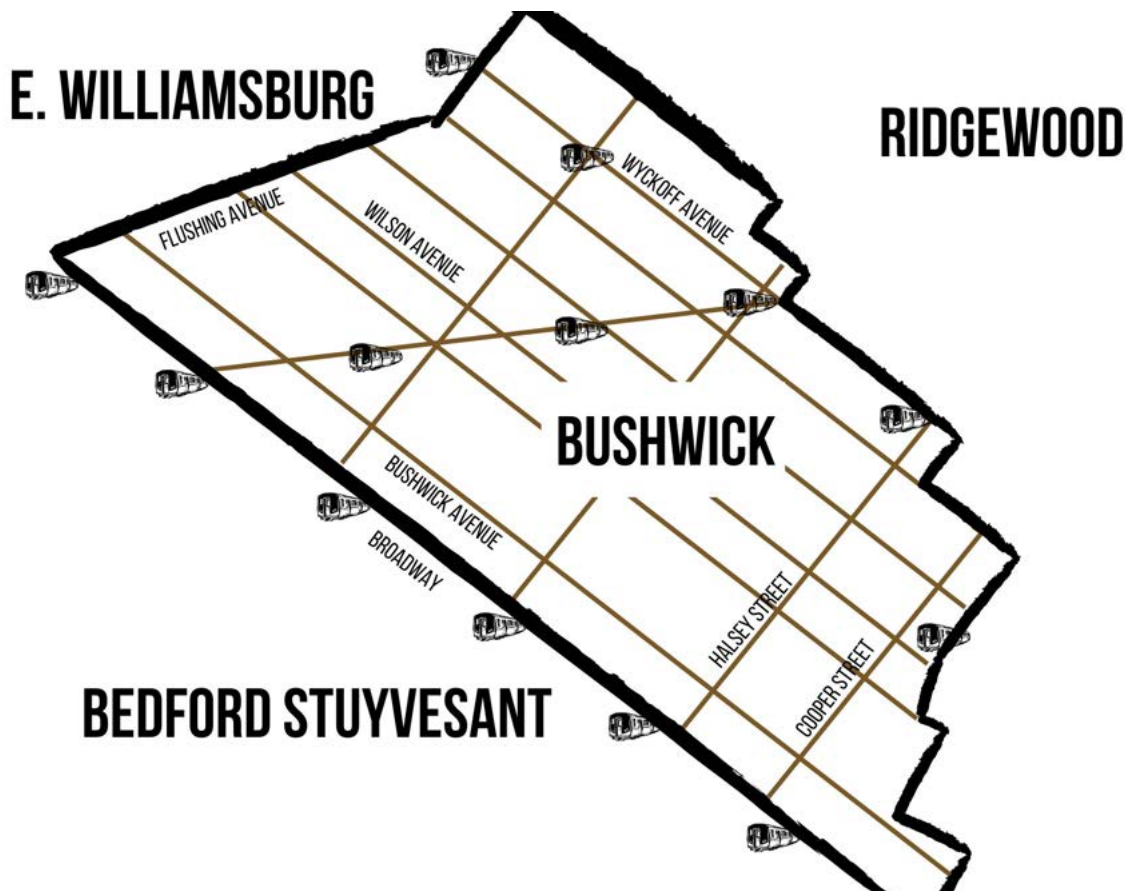
In this issue, we take you with us on this adventure of conceiving and designing "The Mae West" project. This is the first of many issues to come, and we are excited to share it with you.

We hope it will inspire you to connect with us about your upcoming projects and ventures.

LG FAIRMONT X

Bushwick

BUSHWICK: THE NEIGHBORHOOD



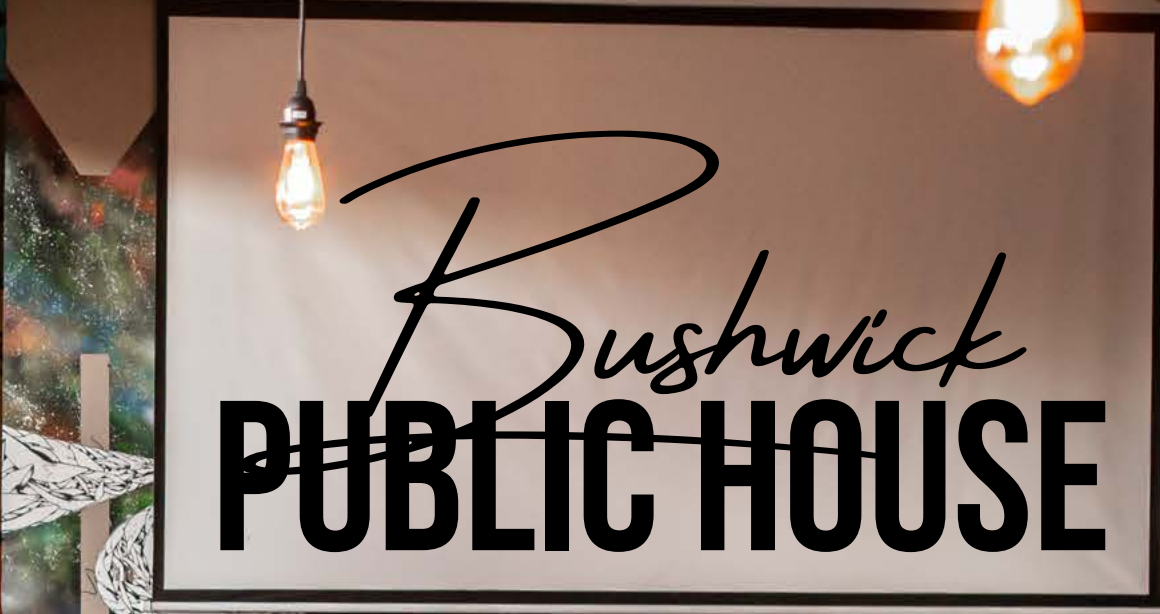
BUSHWICK: THE HISTORY

Founded in 1638, Bushwick was originally named "Boswijck" and consisted of modern day Bushwick, Williamsburg, and Greenpoint. During the mid to late 19th century, the majority population in the region were German immigrants who established the area's dominance in breweries. This resettling appointed Bushwick as the "Beer Capital of the Northeast".

By the 1890's, "Brewer's Row" was created: a row of 14 breweries operating within a 14-block area. During this period, Teddy's was founded, which is the oldest bar in Brooklyn and still serving today. Teddy's was opened by a man named Peter Doelger, who owned and operated eleven beer complexes.

One of Teddy's many grandchildren was **Mae Jane West**.

Rushwick PUBLIC HOUSE



"BUSHWICK TO US MEANS **INCLUSIVENESS**.
WE WELCOME EVERYONE, AND ANYONE.
WE'RE A FAMILY OF EXTRAORDINARY **BLACK SHEEP**
AND HAVE NOTHING BUT
LOVE FOR EACH OTHER."

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DIST

TS

Mae West: The Icon from Bushwick

"SHE'S THE KIND OF GIRL WHO CLIMBED THE LADDER OF SUCCESS WRONG BY WRONG."



The Mae West

"MAE WEST" COMMEMORATES THE HISTORY OF THE NEIGHBORHOOD, AND CELEBRATES THE LOCALS WHO KEEP ITS CULTURE ALIVE, ALONG WITH THE FUTURE RESIDENTS WHO HAVE YET TO CREATE THEIR BUSHWICK STORY.

*The Mae West highlights a new standard of living;
one where outdoor space is just as important as the indoors.*

UPCOMING TRENDS



UPCOMING TRENDS

The New Tech Hub

Dubbed "TAMI tenants", these new tenants are creative types, working in Tech, Advertising, Media and Information.

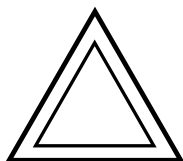
365%

Between 2009 and 2018, the number of tech start-ups in Brooklyn grew by 356 percent, according to a recent report by the Center for an Urban Future.



In 2019, Brooklyn had 9.2 percent of the city's tech start-ups, up from 6.3 percent in 2000, its highest share ever.

"Brooklyn is where millennials are trying to live," said City Council member Antonio Reynoso, who represents Bushwick.



Brooklyn's tech sector is centralized in what has been called The "Tech Triangle," Downtown Brooklyn, DUMBO and the Brooklyn Navy Yard and continues to grow.

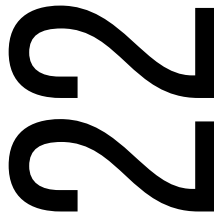
Brooklyn is now only second to San Francisco in technological innovation.

UPCOMING TRENDS

MEET THE NEIGHBORS

- NETLFX -

Netflix has leased approximately 161,000 square feet to build six sound stages and support spaces at 333 Johnson Avenue

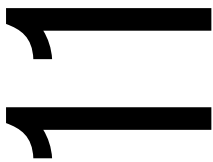


- VOODOO-

3-D print company, Voodoo Manufacturing is based out of 55 Meadow Street.

- VIMEO -

Vimeo purchased Bushwick-based app Livestream with its headquarters at 195 Morgan Avenue.





EDUCATION (CLOSEST SCHOOLS TO THE MAE WEST)

- Achievement First North Brooklyn Preparatory Elementary School
- Mesa Charter High School
- PS 106 Edward Everett Hale
- Bushwick Ascend Charter School

TRANSPORTATION & COMMUTE

- Gates Avenue station J, Z trains (6 blocks Southwest)
- Myrtle-Wyckoff Avenues Subway Station L, M trains (6 blocks Northwest)
- M-train also at Knickerbocker Avenue
- L-train also at Halsey Street & Wilson Avenue Station
- MTA Buses: B26, B52, B60, B54, B38, B24
- Airport: JFK (20 minute drive South), LaGuardia (20 minute drive North)

PARKS

- Irving Square Park
- Heckscher Playground
- Bushwick playground
- Hope Ballfield
- Maria Hernandez Park

COWORK SPACES

- Bat Haus
- Brooklyn Desks
- 100 Bogart

CAFES max. 20 min

- House Party Cafe & Lounge
- Caffeine Underground
- Hearts Coffee
- Bushwick Public House
- Cafe Ralph
- Little Skips East

RESTAURANT max. 20 min

- Roberta's Pizza
- Petra
- Tortilleria Los Hermanos
- Fazio's pizza
- Money Cat Vietnamese Kitchen
- Kichin
- Zatar Cafe & Bistro
- Maite
- Brooklyn Whiskers

BARS & BREWERIES max. 20 min

- Bridge and Tunnel Brewery
- Evil Twin Brewing NYC
- Queens Brewery
- The Deep End

GROCERY STORES

- Foodtown of Bushwick
- Brooklyn Natural
- Bushwick Coop
- Bushwick Farmers Market


GYM & YOGA

- Blink Fitness
- Alchemist Fitness Boxing Club
- Cross
- MetroRock
- Daya
- Good Yoga

THEATRE & ART

- The Coop
- House of Yes
- Industrial Bushwick
- I.M.A.G.E
- The Living Gallery
- Gallery Petite
- metaDEN

B R A N D I N G



"A combination of two fundamental aspects lay success for every building: the understanding of the market on a micro and macro level, and a distinguished brand that invites residents to be a part of the story."



THE MAE WEST
Bushwick



MAE WEST
BUSHWICK



MW
Bushwick

FACADE

A black and white photograph of modern buildings with facades, viewed from a low angle looking up against a cloudy sky. The buildings are dark and angular, with some windows visible. The sky is filled with soft, grey clouds.

Your first impression ...

... is everything.

O

Our goal has always been to present a facade that not only complements its physical features - such as texture, shade, and lighting - but also one that is coveted and respected amongst its neighbors. One that seamlessly integrates into its community of architectural diversity and historical intricacy.



Bushwick is becoming increasingly recognized for its darker shades and facades, creating mystique and striking symbols of fortitude.

The positioning of greens and planters in and around the building give a sense of life and vibrancy that attract people inwards.

The mixing of different textures and color shades on the facade, appeal to the eye and cast a layer of sophistication upon the building.

Bushwick is widely known for producing buildings of several different textures and shades.



A photograph of a street scene featuring a large mural of a woman in a red tutu and boxing gloves. The mural is painted on a dark wall, with a white graffiti tag and a signature '@Solus.Art' visible. To the left, a grey wall has more graffiti. A power line runs across the top, and a colorful abstract painting is visible in the upper right. The text 'ARTIST MURALS' is overlaid in large white letters.

ARTIST MURALS

" The murals painted on the bare walls are a reflection of the unity and ideology that Bushwick residents share: all people from all backgrounds are welcome. "

Empty walls will transform to a work of art.

The Bushwick Collective is just one of the groups in the neighborhood that unites incredible local and global talent to create memorable art. Painting murals, accentuates the building's story and sustains the neighborhood's history, while creating the future.



FIXTURES



"A careful selection of fixtures that create commonality and harmony amongst residents, while inspiring personal touches."

HALLS | COMMON AREAS

- Lighting:** Black or Gold Hanging Pendant
- Flooring:** Black Marble Herringbone or Light Oak Hardwood (Wide Plank)
- Accessory:** Rustic Wood Bench, a Mirror or Artwork



KITCHEN

- Faucet:** Matte Black or Brushed Gold Pull-Down
- Sink:** Farmhouse Style
- Backsplash:** White Herringbone Porcelain Tile
- Cabinets:** Standard White Cabinets
- Cabinet Handles:** Modern Black or Gold Handles to fit the Cabinets.



BATHROOM

- Faucet + Door Handle:** Matte Black
- Shower Hardware:** Matte Black - Rainfall Showerhead & Hose
- Shower Door:** Frameless Fixed Glass Panel or Single Frameless Glass Sliding
- Mirror:** Black or Chrome Rimmed
- Light:** Bar Light
- Flooring:** Black Matte Porcelain Floor Tile
- Wall Tile:** White Ice Ceramic (with Dark Grout)



STAGING

Bushwick Edition



*To stage is to instill breath in a home, from its very walls to its doors to its floors.
Each piece of furniture has its purpose and belonging in constructing a vision of home.*

BOHO CHIC

One of the key components in creating a Boho Chic Style is to place artwork, plants and furniture that represent the curiosity of one's life, or a place that evokes great memories. This style in particular resonates with the culture of Bushwick because of how it has traveled through time and has a rich history.



Courtesy of Somethingvintagerentals.com



Courtesy of Hobobags.com

MIDCENTURY MODERN



Mid-Century Modern style is based on organic curves, clean lines and a love for different materials that create stark contrast. Today, it remains one of the most popular design styles around the world. It particularly resonates with the character of Bushwick.

Rooftop & Outdoor Space

THE APEX OF CITY LIVING



Courtesy of Metropolis Moving

Place
Stamp
Here.

Dear Olivia,

I wish you were here, looking at this

view with us. What a gorgeous roof

deck! Xoxo, Mae

ROOFDECK DECOR

Built in wood benches along the sides of the roof deck, string lights across the deck to light the evening skyline, lots of plants and greens, built-in barbecue grill, and separate sitting and dining nooks to allow for separate parties.

Nowadays, residents evaluate outdoor living just as much as indoor living.



The roof deck is not only a place for residents to relax, but also to get work done and meet with friends and neighbors.

Pro Tip

Cover AC Rooftop Exhaust Fans with wooden panel fences; offering an opportunity for additional building art.

WHO WE ARE

For over 10 years, our team has worked intimately with purchasers and developed a sharp understanding of the leading factors in decision making. Our team of professionals uses this skill and intel to continuously break new grounds in the industry.

From boutique to large scale projects, the LG Fairmont Development & Consulting Group smoothly handles all aspects of the development cycle.

MARKET RESEARCH & TRENDS

ANALYZING THE PRESENT & FORECASTING THE FUTURE

- Neighborhood Study
- Buyer Profiling
- Building & Unit Comp. Analysis
- Optimal Unit Mix & Layouts
- Preliminary Design & Finishes

SALES & CLOSING

SKILL, GRIT & TECHNIQUE

- Project Pricing and Sellout
- Site Tours
- Weekly Performance Reporting
- Negotiations & Transaction Oversight
- Coordinating Final Walk-Throughs, Closings and Occupancy

MARKETING & BRANDING

IMAGINATION COMES TO LIFE

- Lifestyle & Brand Formation
- Video and Photography
- Engaging Website Design
- Sales Collateral
- Exclusive Building Launch
- Pre-Launch Press

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