

# THE CURTIS

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# REINVENTING

**W**hen The Curtis was first built, it stood for possibility—it promised an exciting future for industry, technology and the arts. Amidst the whir of typewriters and printing presses, stories were created and shared from under a single roof. It was more than just a building—it was a vital, dynamic engine at the heart of the city.

# AN ICON

And years later, that's exactly the energy we want to recapture. So we're revitalizing the architecture. We're turning a historic icon into a destination for collaborative working, luxury living and a wide range of shopping and dining. We're reactivating a neighborhood and making The Curtis the center of it all.

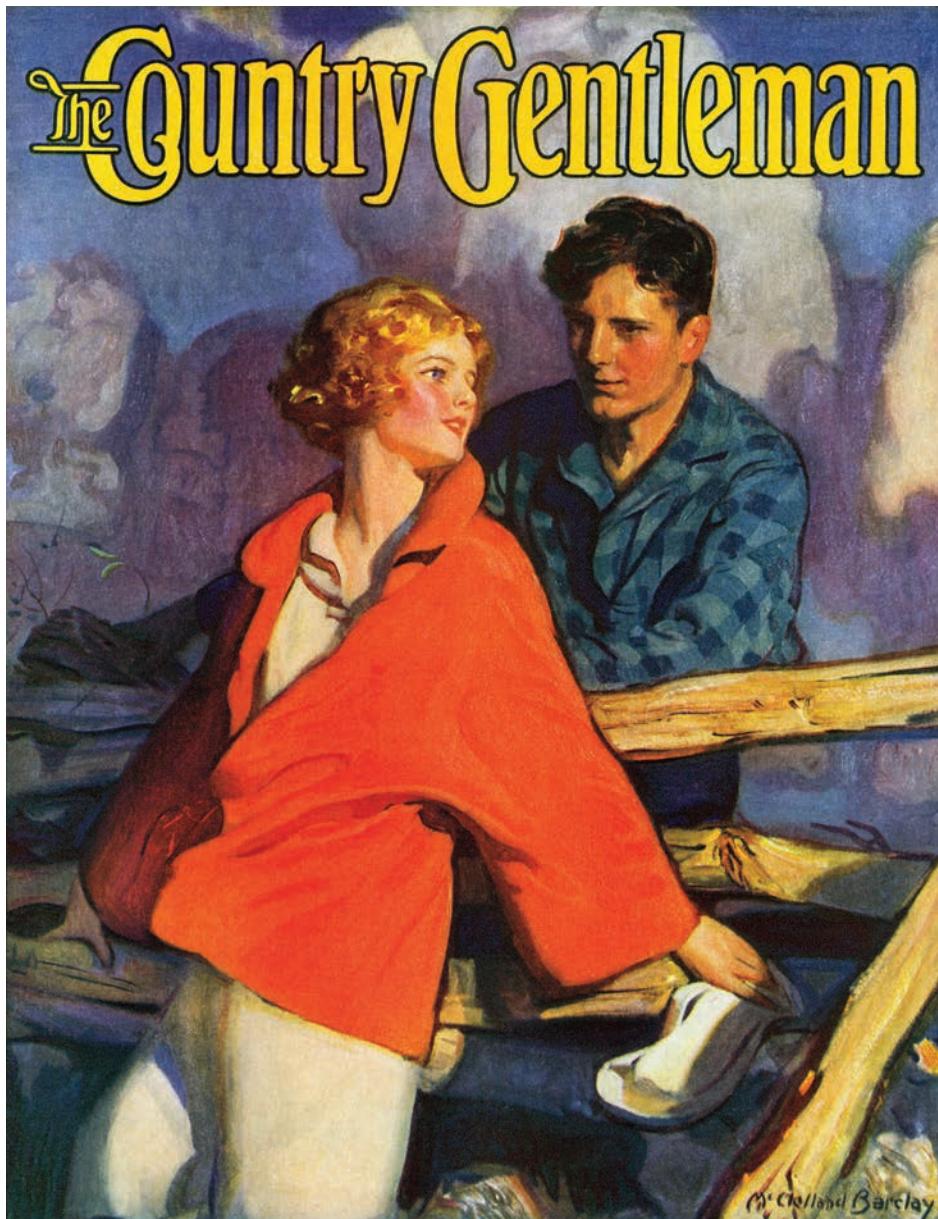


## FROM PAST TO PRIME

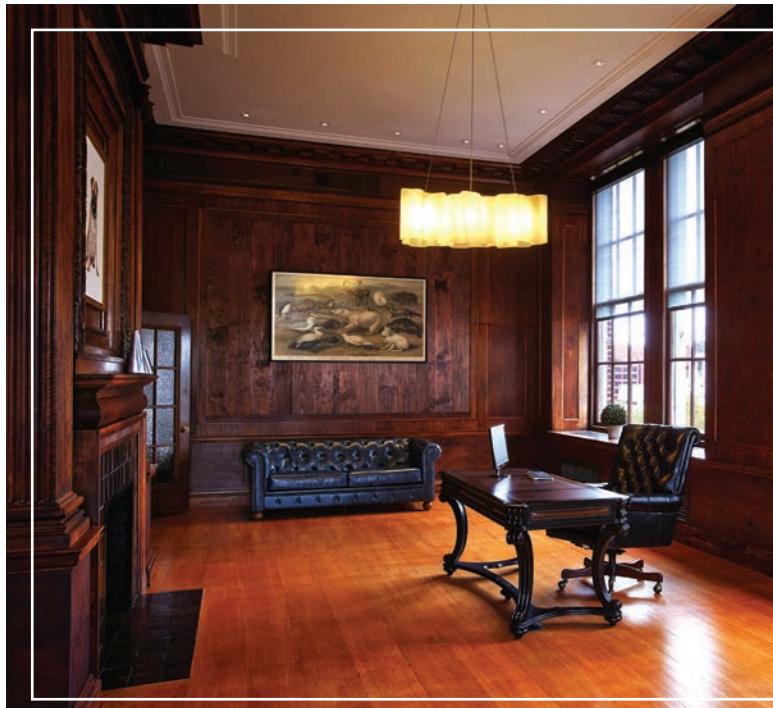
For over 50 years, The Curtis occupied a central role in American cultural life. In 1910, it was where one man, Cyrus Curtis, pictured the future of his fledgling publishing company. And as he constructed this impressive headquarters, it was where he built a legacy from the ground up.

With beloved publications like *The Saturday Evening Post*, *The Country Gentleman* and the *Ladies' Home Journal*, the American magazine industry and popular culture found their voice within these walls. The design and construction of the breathtaking Tiffany mosaic mural made a name for the building

in the art world as well. And while Curtis Publishing has now faded into the background of the grand Beaux-Arts architecture, the pieces are still there for a space that makes people take notice.



Country Gentleman illustration © SEPS licensed by Curtis Licensing Indianapolis, IN. All rights reserved.



## NEW TRAVELS FAST

Soon, residential tenants can take a yoga class downstairs before watching the sun set over the park from their private terrace. Business execs

can close a deal from a historic corner office and celebrate with drinks at P.J. Clarke's. And tourists, locals and residents alike can people-watch over

coffee and relax after a successful shopping trip. There's a new way to live and work in the city, and it's all about to happen right here.



## DEFINING FEATURES:

- The 6th Street entrance opens to the impressive 750-square-foot "Dream Garden" mural. Commissioned in 1916 by Louis Comfort Tiffany and Tiffany Studios, this breathtaking glass mosaic was designed by artist Maxfield Parrish for The Curtis lobby and was later protected from moving by local historians and art lovers.
- The legendary 12-story atrium is one of the great public spaces in the city, complete with reimagined aesthetics, casual seating, cafés and restaurants.
- Our tenants can take advantage of amenities that include a health club, child care center, premium conference spaces and on-site parking.
- Restaurants and retail stores bring the vitality and culture of the city under one historically significant roof.

## WORKPLACE

# WORK, OR WORK MAGIC

**D**ynamic buildings attract dynamic people. And when dynamic people work together, companies thrive. As a center for culture, lifestyle and collaborative and energetic working environments,

The Curtis is a reflection of the fundamental change in the way people think about work. It's not just a destination for people from 9 to 5. In a space where people want to spend their time beyond the hours in

the office, work has transformed into an event.



## DEFINING FEATURES:

**Building:**

- Historic 12-floor, 912,244-square-foot building that once housed Curtis Publishing
- 300-space parking garage within building

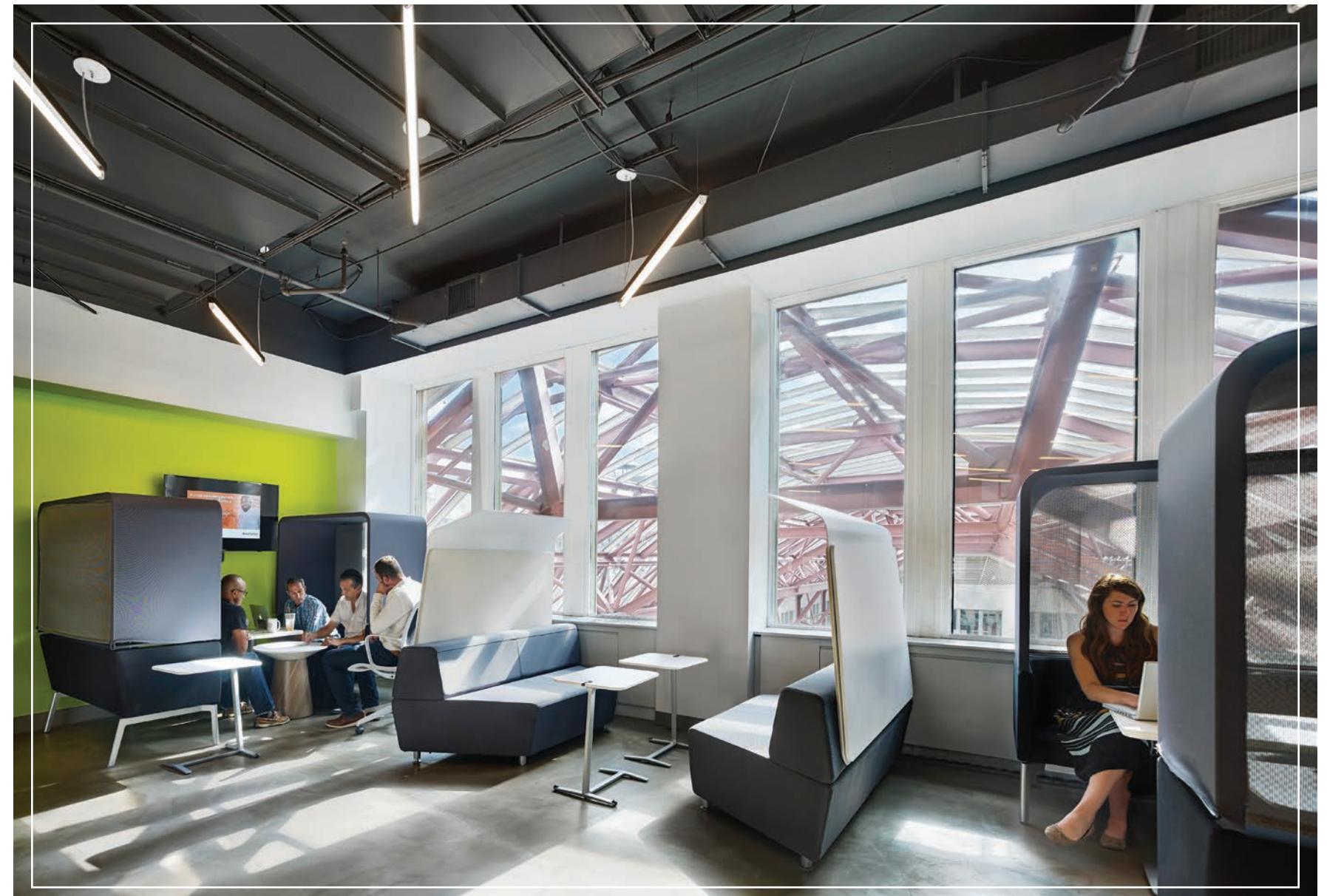
- Flexible floor plan layouts can accommodate suites ranging from 1,000 to 50,000 rentable square feet
- On-site amenities include a child care center, health club, conference center, as well as high-end retail stores and restaurants

**A** company is defined not only by its people and product, but by the space it occupies. That's why it's time for this former headquarters to boast the prestige and energy of a headquarters again. Open seating in the atrium adds to a layout

that invites people to meet and share ideas, while conferencing spaces with views of Washington Square recall the excitement of the building's iconic publishing era. And with a health club and child care center on-site, productive work and an active

life can happen under a single roof. By designing a location that is socially and professionally fulfilling, we're creating a space where creative thinking will thrive.

# BUSINESS AS UNUSUAL

**Services:**

- Limousine driver on-site to provide proprietary black car service throughout the city at any time
- Concierge services from on-site Keystone Property Group management team
- 24-hour card access and on-site security

**Location:**

- Accessible to all public transportation and close to major roadways I-95, I-676, I-76
- Conveniently located adjacent to the beautiful Washington Square Park and Independence National Historical Park providing permanent, unobstructed views
- Close proximity to federal courts, central business district and limitless dining and retail options

## RETAIL

# SOMETHING NEW IN STORE

**W**hen you activate a residential and commercial building with high-end opportunities to shop and dine, you create a reason for people to meet, linger and explore. And when

that building is a historic landmark sitting on the most picturesque corner of the city, it becomes a destination that people won't forget. Combined with revitalized Beaux-Arts architecture that

evokes the hidden passageways of Paris, you have a space that can inspire an entire neighborhood to come to life.

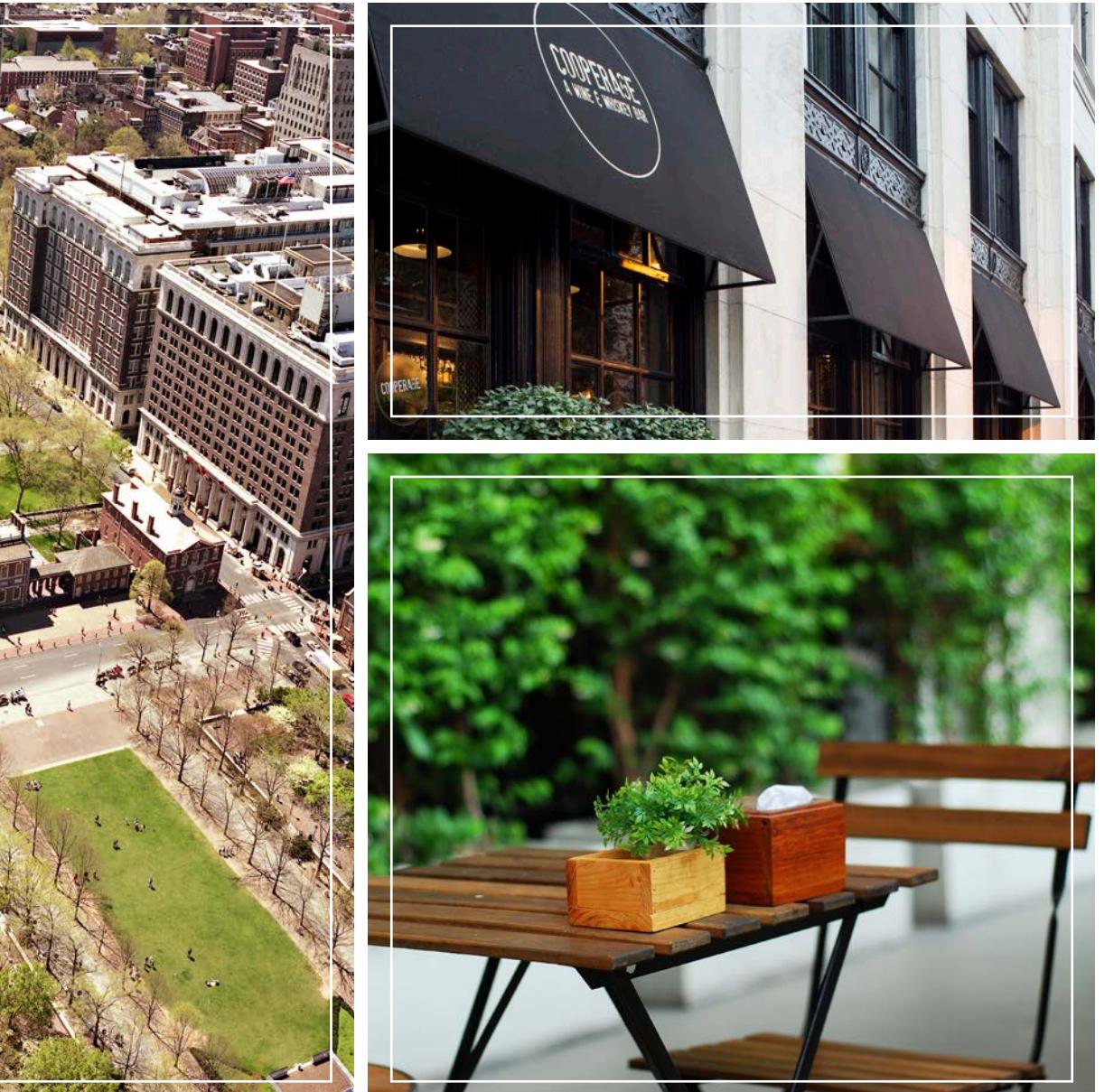


Coming soon to The Curtis: P.J. Clarke's

**T**he once open-air atrium at The Curtis has come a long way since its days as a loading dock and service yard. Now enclosed, the 12-story hub has been reimaged to tap into the urban momentum outside. Vibrant restaurants draw in active pedestrian traffic,

while the center-facing storefronts look in on cast iron armatures and Corinthian columns that hint at the elegance of the building's past. Whether you're people-watching from the café tables or getting happy hour drinks at the bar, the atrium attracts

residents, office workers and tourists to enjoy Philadelphia from the center of it all.



## DEFINING FEATURES:

**Building:**

- Historic 912,244-square-foot building that once housed Curtis Publishing, now with 20,000 square feet of retail space available
- Retail and restaurant spaces open onto 12-story atrium with cast iron armatures and Corinthian columns

- Outdoor café seating with views of Washington Square Park
- A 300-space parking garage is located within the building
- Residences and office spaces located within the building create an automatic customer base for retail

**Location:**

- Accessible to all public transportation and close to major roadways (I-95, I-676, I-76)
- Conveniently located adjacent to the beautiful Washington Square Park and Independence National Historical Park, providing permanent, unobstructed views

**RESIDENTIAL****LIVE AND LET THRIVE**

**I**magine yourself as a resident of The Curtis. You're the first to enjoy the premium appliances and beautiful wood flooring of your apartment, and the park view from your private terrace was once

enjoyed by prominent writers and editors-in-chief. The Caesarstone countertops and custom cabinetry may be brand new, but the feeling of being in the city's most vibrant building is more than 100 years

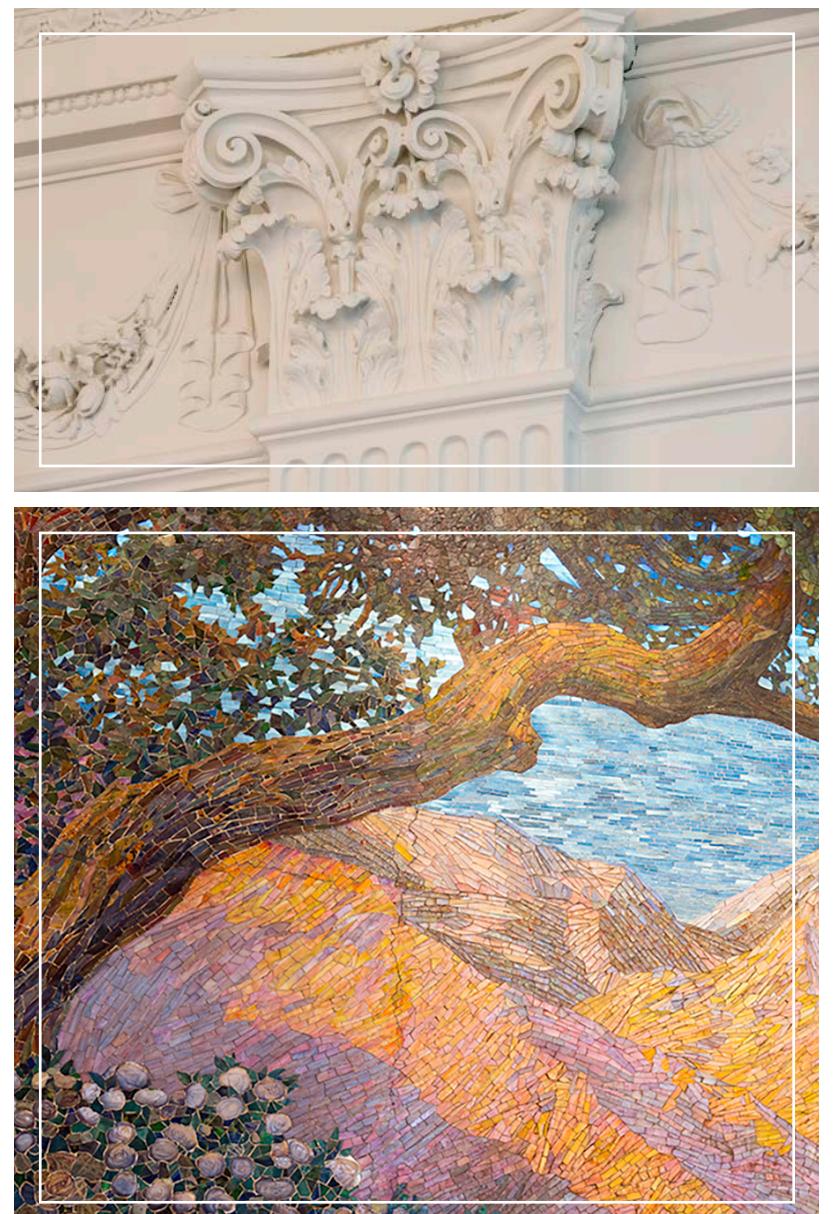
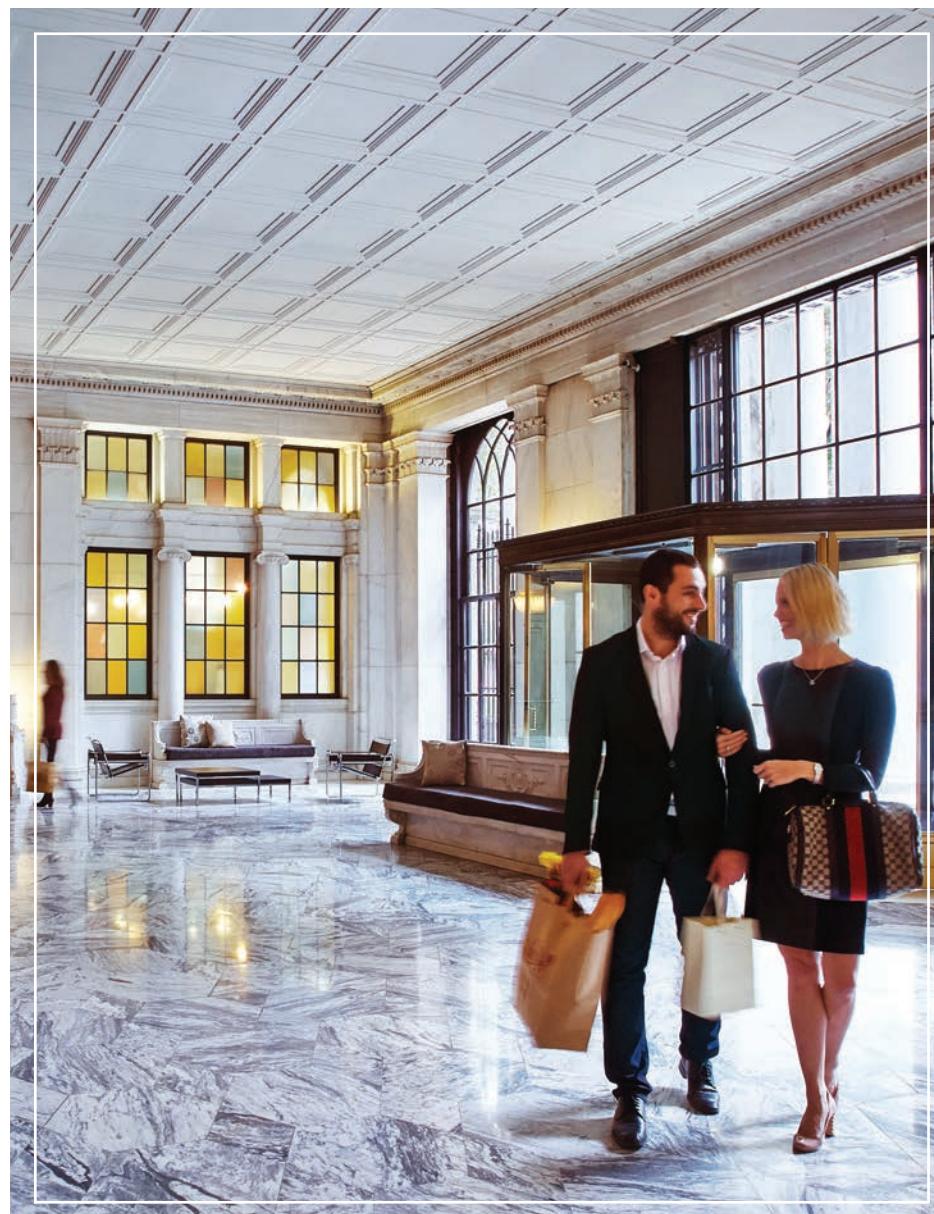
old. Whether you appreciate history or indulge in luxury, the residences at The Curtis are designed for your future.

**SETTLE IN AND NEVER SETTLE**

**L**ife at The Curtis starts with having everything at your doorstep. It's expanding your palate at a first-class restaurant on the Square, then rubbing elbows with the city's finest at the bar downstairs.

It's focusing on your health at the fitness center and your peace of mind at the spa. It's absorbing the culture and beauty of the residential lobby's historic Tiffany mural. Because when you're living

in a landmark, your lifestyle can't help but rise to the occasion.

**DEFINING FEATURES:****Apartment finishes:**

- Engineered wood flooring in living areas
- Custom cabinetry
- Glass tile backsplashes
- Caesarstone countertops
- Stainless steel appliances
- Moen plumbing fixtures

- Condominium-level lighting package, including pendant lighting over kitchen islands (where applicable)
- Porcelain tile in bathrooms
- Ventless, stackable washer/dryers
- Closet shelving
- Terraces on select duplex apartments

**Building amenities:**

- Two new elevators dedicated exclusively to residential use
- Glass walls partitioning residential elevators from the rest of the building
- Package room and 24-hour concierge desk
- Fitness center and yoga studio
- Club room with billiards table
- Theatre
- Kids room
- Golf simulator
- Media/game room
- Kitchen and private dining room
- Tenant storage
- 300-space parking garage within building

**Location:**

- Conveniently located adjacent to the beautiful Washington Square Park and Independence National Historic Park, providing permanent, unobstructed views
- Accessible to all public transportation and close to major roadways (I-95, I-676, I-76)

**Floor plans:**

- 2nd through 8th floor: 12,000 square feet of residential units and corridors (11/12 duplexes), amenities and leasing/maintenance offices
- 9th floor: 12,000 square feet of residential units and corridors (flats and 9/10 duplexes)
- 10th floor: 13,000 square feet of residential units and corridors (flats and 9/10 duplexes)
- 11th floor: 18,000 square feet of residential units and corridors (11/12 duplexes)
- 12th floor: 6,000 square feet of residential units and corridors (11/12 duplexes)

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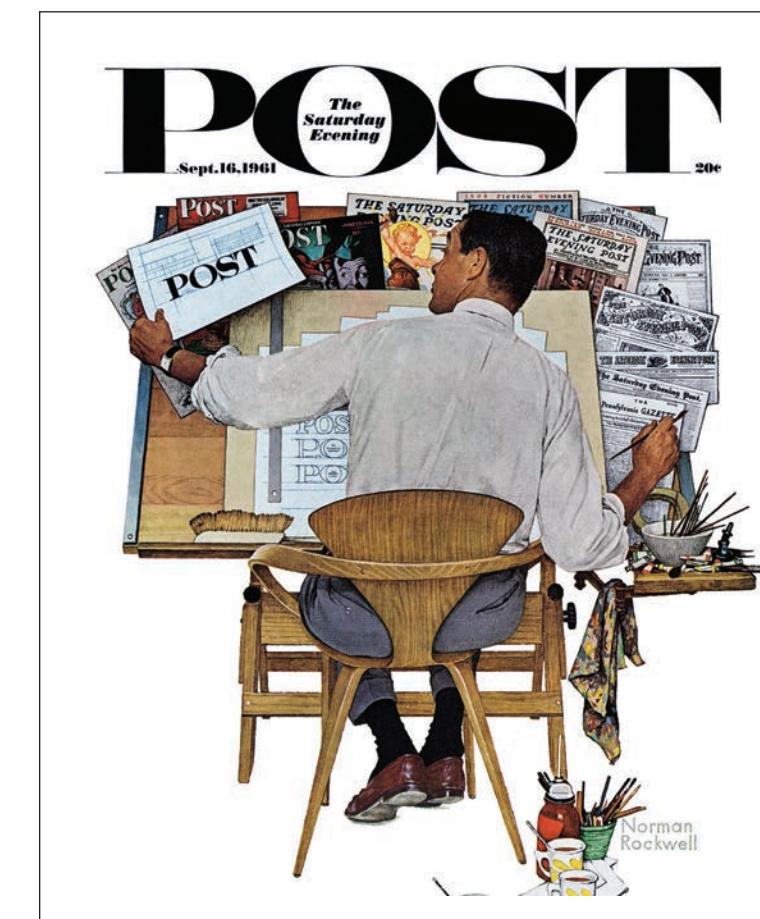
**COVER STORIES**

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# THE CURTIS

In 1961, the Curtis Publishing Company hired graphic designer Herb Lubalin to bring the design of *The Saturday Evening Post* into the modern era. The magazine had long been known colloquially as "The Post," and it was this simple nickname that inspired Lubalin's new masthead. Gone was the old-fashioned script that sat atop

the magazine's cover, and in its place a bold, expressive typeface that gave weight to each letter of the Post, with "The Saturday Evening" tucked quietly inside the "O." Norman Rockwell's cover illustration for this issue depicted the artist deliberating over sketches, underscoring the importance of the design process.



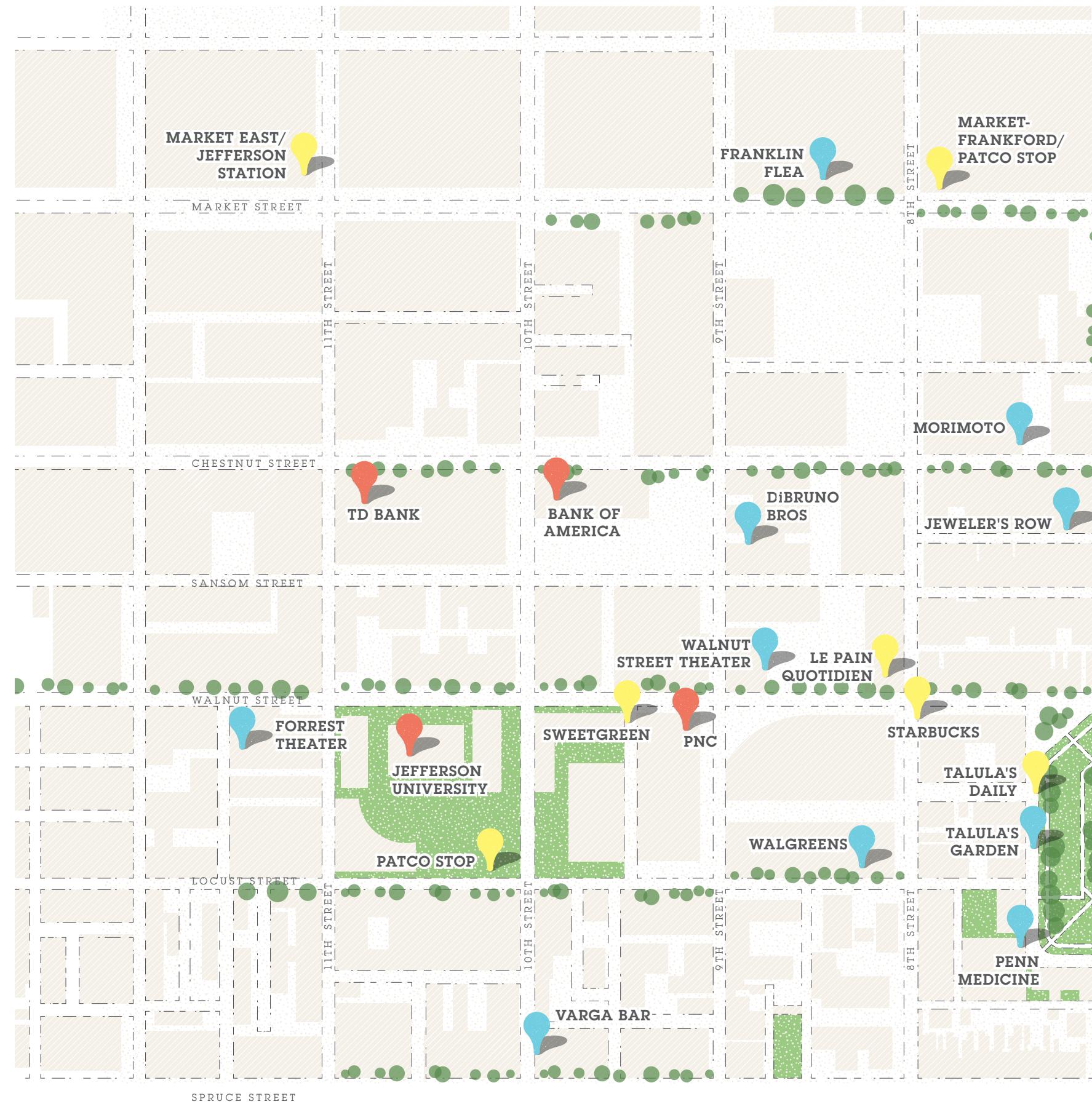
So as The Curtis undergoes a redesign of its own, we knew it was only fitting to introduce a logo inspired by this first reinvention. First, this landmark building deserves the weight of a one-word title. "The Curtis," like "The Post," carries a significance that is matched

by the bold lettering of the masthead. And as a nod to Lubalin's 1961 design, the word "The" is similarly tucked inside the "C." Curtis is a name people know, and we want the logo to be just as recognizable.

*The Saturday Evening Post* illustration © SEPS licensed by Curtis Licensing Indianapolis, IN. All rights reserved.

# THE MIDDLE OF

Surrounded by unobstructed views and a vibrant selection of sights and activities.


**Workplace**

In a space that's easy to get to, you won't have to travel far for high-end or casual lunch, coffee and happy hour options.


**Retail**

In a region that attracts an average of 39 million tourists a year, foot traffic in this historic neighborhood is ideal for the retail community.

# EVERYWHERE

The Curtis is the central hub that's bringing a beautiful neighborhood to life.


**Residential**

As the beating heart of the city, this neighborhood is culturally dense, with a variety of dining, shopping and entertainment options for residents.



## THE CURTIS

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