

BASIC AGENCY NAMES MAKERS QUARTER CREATIVE OFFICE "BLOCK D" ITS NATIONAL HEADQUARTERS

BASIC Agency, an international creative design firm, is moving their headquarters to the new Makers Quarter creative office space "BLOCK D"—the first office project in downtown San Diego's Makers Quarter.

WHAT

"BLOCK D" is the first office building within the Makers Quarter development, bringing a creative workspace to San Diego's urban core. Under the direction of Makers Quarter's developer, **L2HP** (a partnership between Lankford & Associates, Hensel Phelps Construction Company, and HP Investors), BLOCK D further solidifies downtown San Diego as an emerging hotbed for visionaries in the Southern California region.

BASIC Agency, a nationally renowned creative design agency, is BLOCK D's first tenant. BASIC's nationally awarded branding campaigns center around creating design experiences that build brands, platforms and ecommerce flagships, and that mission fits unequivocally with Makers Quarter's meticulous experiential neighborhood philosophy. BASIC has a human-centered approach, and together with Makers Quarter will work to foster their community through progressive, inclusive innovation.

On the move, BASIC Agency Founder - Matt Faulk added: "There's an unmatched feeling of working in the San Diego area. Starting BASIC eight years ago, we have seen first-hand the quality of life the region offers, with the diversity it brings and the access to resources in art and technology. There's no doubt there is cool stuff happening here and we are excited to continue growing our home in San Diego."

Located at 845 15th St., BLOCK D broke ground as downtown's first multi-tenant commercial office building to be constructed in nearly a decade. Designed by leading global architecture firm **BNIM**, BLOCK D will raise the bar for sustainable/green standards in public design. This unique structure is engineered to optimize energy efficiencies, indoor air quality and human well-being, and it has the capability to be downtown's first net zero building.

The roughly 63,000-square-foot, six-story building includes ground-floor retail space and aims to employ sustainable practices to reduce energy use and water consumption—all while building a more efficient and collaborative workspace. BLOCK D supports the Makers Quarter commitment to creating progressive and community centric buildings.

WHO

ABOUT MAKERS QUARTER: Makers Quarter is a progressive neighborhood within downtown San Diego's East Village. It is distinguished by its creative culture of local artists and makers. Home to popular tenants such as 10-Barrel Brewing Co. and You & Yours Distillery, it also hosts Urban Discovery Academy, SMARTS Farm, SPAWERX and Fuse Integration—leaders of San Diego's innovation economy. With the highly anticipated Punch Bowl Social establishment opening soon, Makers Quarter offers a creative environment and lifestyle to take downtown living to new heights. www.makersquarter.com

ABOUT L2HP: With a combination of local and national talent, L2HP (a partnership between Lankford & Associates, Hensel Phelps, and HP Investors) offers perspective and a depth of knowledge. Under the direction of L2HP, Makers Quarter will complete one of the final chapters of growth for East Village's dynamic urban downtown neighborhood.

ABOUT BNIM: BNIM designs and delivers beautiful, integrated living environments that inspire change and enhance the human condition. The architecture, design and planning firm is an innovative leader in designing high-performance environments. Through an integrated process of collaborative discovery, BNIM teams create transformative, living designs that help organizations and communities thrive. As early pioneers of sustainability in the building industry, BNIM continues to shape the national and global conversation on design excellence, delivering transformational results for clients. The firm received the 2011 AIA National Architecture Firm Award for their work. www.bnim.com

ABOUT BASIC: is an independent brand & digital design agency working at the intersection of lifestyle, fashion, sports and digital culture. They partner with ambitious organizations looking to build more meaningful connections with a generation that craves greater value, creativity, and relevance from the brands and products they bring into their lives. They're a design studio that crafts the platforms and experiences that help pioneering brands thrive in times of change. They have worked with brands including Apple / Beats by Dre, L'Oréal, Snapchat, New Era Cap, Blue Shield of California and Sony PlayStation. www.basicagency.com

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