

BLOG

Comment 0 Likes Share

[View Post →](#)

City Living

May 27, 2016



2116 Chestnut Street with the Philadelphia skyline.

“Life is better here” is the simple, but bold, marketing slogan for the new 2116 Chestnut Street apartment tower in Philadelphia. Working for the building’s owner, CBRE Global Investors, my challenge was to fully express this glassy, 34-story tower as “The ideal address for an urban lifestyle,” as advertised. The images are being used to show off the property to investors through marketing materials and quarterly reports.



2116 Chestnut Street lights up at night.

Eager to tell the full story of the building's context, I shot from several different locations and heights to capture the true, but changing, personality and spirit of this contemporary structure.



Older lower scale neighborhood surrounds the building.

Neighborhood! From the street, images demonstrate how the streamlined tower adjoins a charming, 100-year-old residence on the corner to physically and visually connect with the surrounding historic neighborhood. Stone churches, schools, trees, parks and shops accessorize the street-level appeal. At twilight, the tower shoots up over the older, low-lying buildings almost like a rocket being propelled into the future from a launching pad of the past. Dusk shots are animated by splashes of twinkling light from occupied apartments above colored streaks from passing cars on the otherwise tranquil, city streets.



Seen from the roof top of a nearby building.

Views! Images taken from a rooftop a few blocks away let you imagine how living in the tower would offer tremendous, unobstructed views in all directions. And no one is looking in (uh, except for me). So you are free to open the blinds or hang out on the balcony and savor the dynamic backdrop of skyscrapers on one side and the Schuylkill River on the other. A very close-up view activates sleek interiors and cutting-edge amenities as residents enjoy an easy, urban lifestyle.

Trails! I found a great shooting location on the University City side of the river in order to show how 2116 Chestnut is mere blocks from the new Schuylkill River Trail System. Being two blocks from the river also means you're within walking distance to University City, if you take classes or work over there. You can see from here that the building is also just blocks from the city's skyscrapers, Rittenhouse Square, shops and restaurants. This is truly an ideal location in a thriving but quieter part of Center City.

This simple, state-of-the-art structure in a way represents the missing link between sparkling, sky-high downtown and a calmer, more down-to-earth community. It is all the best the city has to offer. How could you not want to be a part of that?



Trails along the Schuylkill River are filled with people running, walking and biking.