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## **Museum Tower Returns to InterCom® to Move \$25M Penthouse**

**February 6, 2017 - Newport Beach, CA** – Global branding firm InterCommunications® has been re-engaged by the development team of Museum Tower, a luxury residential high-rise situated in the heart of the Dallas Arts District. InterCom is developing the marketing strategy and customized advertising materials for the building's Penthouse 42—an unprecedented, two-level, indoor-outdoor private residence occupying Museum Tower's 42nd and 43rd floors.

The highest residence in Dallas affording incomparable 360-degree panoramic views, Penthouse 42 offers 9,356 SF on its main level and up to 5,600 SF on the rooftop terrace above. Both levels are unfinished, presenting its buyer with a blank canvas open to nearly any design possibility.

"This is simply like no other penthouse in the world," said Toni Alexander, President and Creative Director of InterCommunications. "Penthouse 42 is an iconic, one-of-a-kind trophy property that will never be replicated. This truth informed our overarching 'Edition of One' positioning." The agency is developing a comprehensive marketing program for the property, including a hardbound book, dedicated microsite, and short film featuring Museum Tower's internationally celebrated architect, Scott Johnson, who serves as Design Partner at Los Angeles-based architectural firm Johnson Fain.

"It's always nice when a client asks you back for another project," continued Toni Alexander. "Our initial brand launch for Museum Tower in 2009 gave us invaluable insight on the project's design, the desires of its potential buyers, and the unparalleled, arts-centric caliber of life afforded by this truly exceptional urban address. We're honored to be the agency chosen to guide the marketing efforts of the building's crown jewel—its incomparable Penthouse 42."

"There's no denying InterCom's proven expertise in the highest end of the market, it's one of the reasons they were selected for Penthouse 42," said Steve Sandborg, Museum Tower's Managing Director of Sales and Operations. "The agency has decades of experience in crafting sophisticated brand narratives for the world's most prestigious properties that forge strong emotional connections to ultra-high-net-worth buyers. It's great to be working with the InterCom team again."

Newport Beach-based InterCommunications® is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit [www.intercommunications.com](http://www.intercommunications.com).