

# Google “FedEx iconic building”



**Daily  
Memphian**  
TRUTH IN PLACE.

“being Downtown **in an iconic space will improve FedEx’s appeal** and contribute to a more vibrant atmosphere of innovation for FedEx.”



# Google “DHL iconic building”



“state-of-the-art features and technological capabilities and best in class handling processes, **all within one iconic facility**”



**Google “UPS  
iconic building”**

Brownstoner

**Bklyner.**

**Patch**

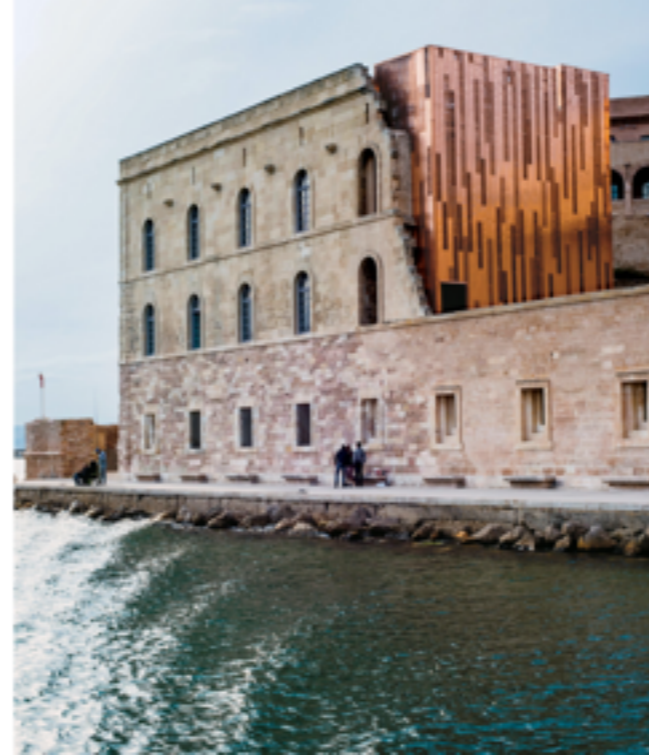
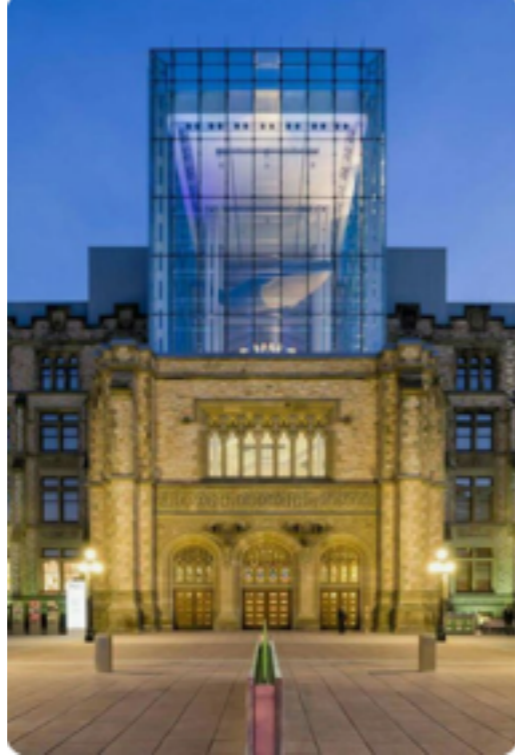


**Update: UPS Shocks Red Hook**

**Brooklyn Daily Eagle**

**It's gone: UPS starts tearing down most  
iconic section of Red Hook factory**





**By integrating historic structures, you create icons**





# The previous owners understood the value



The New York Times

## *Stylish Plans for Sleepy, Industrial Red Hook*

“...the building itself is beautiful the way it is, so you don’t want to change it too much,”

“To blend in with the landscape of existing manufacturing buildings, the design for those new structures includes a brick facade for the lower stories, with the type of paned windows found in older factories.”





**Let's write a new  
headline together**