

ART AS ADVERTISING; MANNEQUIN AS METAPHOR

-- More Than 100 Mannequins Placed Under Cover of Darkness --

ATLANTA, Ga. (Nov. 9, 2006) – Showcasing more than 100 mannequins en masse on Piedmont avenue, The Dawson Company, Lane Company and Evolv have unveiled this contemporary art installation to attract attention to the newest condominium residences in Atlanta – **eon at Lindbergh**.

Designed to add dimension to the “Bring Lindbergh to Life” advertising campaign, the mannequins will be seen throughout the city to symbolize that the **eon at Lindbergh** residents will help energize the Lindbergh area of Atlanta.

“The **eon at Lindbergh** community is unique given the EarthCraft House certified residences offering healthy, comfortable living,” said Gigi Giannoni, president of Evolv, a full service real estate solutions group serving as the developer’s marketing and sales group. “The marketing campaign had to be as compelling as the product and the location, so staging mannequins in the community was a memorable way to invite future residents to live at eon and to bring Lindbergh to life.”

“With avatars representing real people in virtual worlds such as Second Life, we thought it would be a nice juxtaposition to use mannequins as a metaphor for people living in the **eon at Lindbergh** community,” said Mark Unger, partner and creative director of new media for PUSH, the marketing agency chosen to handle the campaign. “As people populate the new community, the number of mannequins decreases, replacing a static installation with dynamic activity.”

“The use of readymade objects rather than more traditional craft-based sculpture to communicate a message is a form of art that has been underutilized in advertising since the 1970s,” said Unger. “We wanted a different way to engage people beyond using conventional advertising for this campaign.”

The Web site is also tour de force as another reminder that this community is different. For more information about **eon at Lindbergh**, or to reserve a residence, visit <http://www.eonatLindbergh.com>.

For more images of the campaign, go to <http://www.pushhere.com/eon>.

About The Dawson Company

Founded in 1969, The Dawson Company (www.hadcoinc.com) is a fully-integrated, comprehensive commercial real estate development firm, specializing in mixed-use, transit-oriented development. Headquartered in Atlanta, Ga., Dawson is actively developing projects in Atlanta and Baltimore. Currently, Dawson’s mixed-use, transit-oriented real estate developments that are completed or presently underway total more than \$500 million.

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About Lane Company

Lane Company (www.lanecompany.com) is an award winning, vertically integrated, full-service multifamily real estate company. Lane's expertise extends to all areas of real estate including property management, asset management, development, conversions, construction and sales and marketing. With more than 30 years experience, Lane Company is recognized as one of the most innovative, efficient and technologically advanced firms in the multifamily industry.

About Evolv

Evolv is a full service real estate solutions group that specializes in condominium, town home, apartment and resort real estate and offers its clients a distinct menu of real estate services ranging from the inception of a project through its fruition. Over the years, Evolv has spearheaded a vast array of projects from conversions to new development, overseeing the sales and marketing efforts, and providing consulting support to developers.

Clients are offered the expertise and resources of a team with more than 50 years of experience combined in real estate development, design, marketing, sales, operations, warranty/closing process and HOA administration. Evolv believes in creating long-term partnerships with the developers and managers of each project, combining pride, professionalism and perseverance to exceed expectations and produce results. Evolv can be reached at 404-459-6317.

About PUSH

PUSH (www.pushhere.com) is an award-winning, full-service branding agency located in Downtown Orlando. PUSH's capabilities cover everything from advertising and public relations, to research, brand planning, promotions, media buying and interactive design. A dynamic and growing agency, PUSH focuses on developing strategic, creative and influential work for a variety of more than 30 regional, national and international clients. PUSH builds brands by bringing creativity and innovation to every client campaign by combining an experienced team of more than 50 through a unique and collaborative culture.

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Media Contact:

Lori Cuonze, PUSH

lcuonze@pushhere.com

407-489-9995