



**The JBG Companies Commission Local Malvern Artist to Create Socially-Interactive Campaign at the new King of Prussia Town Center**

*Dynamic bursts of watercolor paintings create a photo-ready backdrop at the new 260,000 square foot lifestyle center*

**KING OF PRUSSIA, PA. – Nov. 1, 2016** – This September, the King of Prussia Town Center comes alive with more store openings and the launch of a new, interactive window-wrap campaign that encourages participation from all members of the community. The developer of the 260,000 square-foot outdoor lifestyle center, The JBG Companies, commissioned local artist Stephanie Corfee of Malvern, PA to illustrate vibrant Instagram-ready designs that are now featured in the windows of the newly-built center.

Custom water color paintings by Stephanie Corfee of Stephanie Corfee Artworks were transformed into life size vinyl storefront wraps which cover the windows of spaces not yet leased. The project allows the wraps to function as a vibrant backdrop for guests to take photos of themselves in front of, and brings a beautiful pop of color to the Town Center's Main Street.

When the Chevy Chase, Maryland-based real estate investment firm decided to make its first foray in the Philadelphia market, a primary objective was to create a lifestyle center that served as a gathering place for the King of Prussia area, and embraced members of the community.

“Our goal in developing this center was to create a place where people want to spend their free time. As part of the larger Village at Valley Forge, we are the center of a community, so it was important for us to create a pedestrian-friendly atmosphere,” said Tom Sebastian, Senior Vice President of Development, The JBG Companies. “With the help of Stephanie, I feel we have brought something truly unique to King of Prussia. By transforming traditional vinyl storefront wraps into artistic interpretations of the sensory experiences that can be enjoyed within the Town Center, we hope to bring about excitement and engagement among customers.”

The campaign, developed by Philadelphia-based Cashman & Associates, asks visitors to “Color Outside the Walls”. The intention of the highly-visual campaign is to showcase fun, colorful and whimsical artwork and celebrate the idea of spending time outdoors – from shopping to dining to enjoying the public green space found at the Town Center; and capturing those moments to share – merging the online and offline experience.

“I am thrilled to have partnered with the King of Prussia Town Center on this fun, interactive project that sends a positive message about being creative and enjoying your surroundings. A longtime resident of the area, I look forward to seeing members of the community come together and share their interactions with the artwork,” said Stephanie Corfee of Stephanie Corfee Artworks.

The installation of this project was recently completed at the King of Prussia Town Center and will remain on display through the Center's grand opening in spring of 2017.

**About The JBG Companies:**

Headquartered in Chevy Chase, Md., The JBG Companies is a private real estate investment firm that develops, owns and manages office, residential, hotel and retail properties. The company has more than \$10 billion in assets under management and development, primarily in the Washington, DC area. Since 1960, JBG has been active in the areas where it invests, striving to positively impact local communities. For more information, please visit [www.JBG.com](http://www.JBG.com) or find us on Twitter @TheJBGCompanies and Facebook [facebook.com/TheJBGCompanies](https://facebook.com/TheJBGCompanies).

### **About King of Prussia Town Center**

King of Prussia Town Center is a 260,000 square foot retail and dining destination by The JBG Companies, a leader in the ownership, development, management and leasing of retail and retail-driven mixed-use properties in the Mid-Atlantic region. The King of Prussia Town Center will feature a mix of signature national retailers and unique restaurants. Located in King of Prussia, PA adjacent to the iconic King of Prussia Mall and the new 140,000 square foot Wegmans grocery store, this one-of-a-kind, lifestyle-oriented shopping and dining locale will include over 1,200 parking spaces for its 17 buildings, and will feature LA Fitness, REI, Nordstrom Rack and more. The Town Center will be open to the public beginning in July, 2016.

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