



Virtual Reality Technology Enables Unprecedented View into Charlotte’s “Centre South” Development

State-of-the-art tool brings iconic development to life for prospective tenants

April 20, 2021, Charlotte, NC –The Fallon Company today announced the launch of a state-of-the-art virtual reality program to share the “1301 @ Centre South” office tower with potential tenants. [1301 @ Centre South](#) is the first planned development at [Centre South](#), a transformative 16.2-acre site in the heart of Charlotte’s South End neighborhood that The Fallon Company is developing in partnership with INLIVIAN. Plans for the site encompass a variety of uses and amenities which will create a vibrant streetscape and include a welcoming public green to be shared with the community. The site will enliven the connection between Charlotte’s Uptown and historic South End neighborhoods.

Much in the same way as a first-person video game, the Virtual Reality program uses a controller and VR goggles to allow participants to chart their own path through the virtual 1301 @ Centre South office tower. The experience begins in the office lobby where users can board the virtual elevators and travel to a number of different tenant floors. There the user can traverse the space, seeing the actual views from each window of the building. The fifth-floor amenity level is also available for exploration. Users can walk through the tenant lounge and fitness center and even exit onto the shared amenity terrace, where they can experience firsthand the ambiance and views of the expansive outdoor space.

“The Fallon Company is proud to embrace the latest immersive technology to allow people to truly experience our properties, - even before they are fully built. Our Centre South leasing center has set a new high bar for the Charlotte office market,” said Michael Fallon, President of The Fallon Company.

“Brokers and potential tenants will now have an unprecedented opportunity to be brought through the office building before it is constructed, and to fully imagine working in and using this incredible space,” said John Ball, Partner at [Foundry Commercial](#), which is leading the leasing efforts for the office building.

The Virtual Reality technology was developed by [Shimahara Visual](#), a design firm specializing in architectural visualization. With offices in New York and Los Angeles, the company brings a unique advantage to real estate sales by drawing heavily upon a cinematic approach to telling the stories inside each building.

1301 @ Centre South, a roughly 310,000 SF office building, is expected to break ground later this year. Please [contact John Ball or Karah Stumler at Foundry Commercial](#) for more information about leasing space and to schedule a Virtual Reality tour of the building.

About The Fallon Company

[The Fallon Company](#) is a privately held commercial real estate owner and developer of large-scale urban mixed-use environments. Headquartered in Boston, with offices in Charlotte and Raleigh, the company was founded by Joseph F. Fallon in 1993. Over 25 years, Fallon has earned a reputation as one of the premier developers on the East Coast and for partnering with a variety of stakeholders to transform communities. To date, Fallon has developed more than six million square feet of property and has been a catalyst for some of the most vibrant new urban neighborhoods in the country.

About INLIVIAN

[INLIVIAN](#) is a non-profit public real estate holding company that provides affordable housing to low and moderate-income families while supporting their efforts to achieve self-sufficiency. The organization's mission is to develop, operate and provide quality housing sustainable communities of choice for residents of diverse incomes. INLIVIAN is a national leader in mixed-income developments.

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