

BioMed Realty Trust

One Research Way

Acquired by Blackstone
Princeton, New Jersey

Market Positioning

Upon acquiring a property in the center of a biotech cluster, BMR's marketing goal to update the interior and exterior aesthetic and technical infrastructure became a high priority to attract quality tenants.

Progressive R+D Design

One of the first outdated brutalist buildings in Princeton to be repositioned as a state-of-the-art facility comprised of flexible laboratory, manufacturing and office space in Einstein Alley.

Exterior Design Elements

Starting with the drive onto the property, tenants and visitors see the newly designed landscaping, signage, new building skin and exterior lighting for signature placemaking. Keeping with the biotech focus of the property, the design on the exterior lighting panels replicates DNA protein patterns.



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