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BEDFORD SQUARE

A TRANSFORMATION TALE

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INTRODUCTION

In April 2016, ocreations set out on what would become quite a journey of transformation. We decided to move our boutique agency from the Merging Media building near Station Square to this special space at 19 Bedford Square.

“I saw this property and immediately fell in love with the building and its potential. From start to finish, this renovation project was a true labor of love,” said Shawn O’Mara, ocreations founder and president.

From the moment that our clients open the front door and walk into our classic design studio, in this historic Pittsburgh neighborhood, we want them to feel welcome and relaxed. We’ll invite you to “step back in time” with us for a bit. We’ll offer you a cup of coffee and chat. We’ll listen, ask good questions and develop a strong relationship. And then we’ll promise you: personalized service; traditional, yet customized marketing solutions; classic, but distinctive brands, and *timeless, transformative design*.

So, turn the page, take a tour of our new design studio and learn about its unique history in this *tale of transformation*.



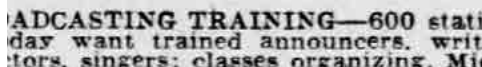
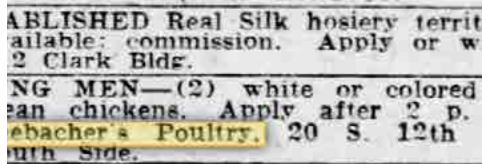
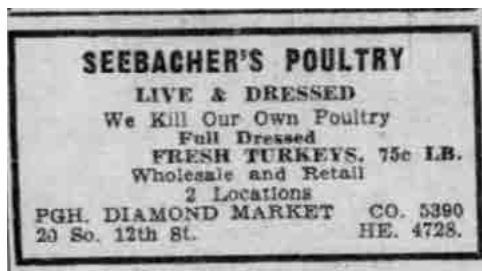
HISTORY

THE OCREATIONS STORY Founded in 2007, ocreations, LLC is a boutique agency and classic design studio with an award-winning team of creative experts. We help our clients build their business and their brand with *timeless and transformative design*.

19 BEDFORD SQUARE Over the past ten years, ocreations has continued to grow and evolve. In 2016, Shawn and Emilia O'Mara formed oprop LLC, a property company, and with guidance from Marc Schien at Atlantic Territories, they purchased 19 Bedford Square, also known as South 12th Street in Pittsburgh's historic South Side Flats neighborhood.

The building's previous owners, Marco and Paula Cardamorve, sold it to Shawn and Emilia, but not without several warnings since the building needed a complete renovation and extensive repairs. "For some reason, that didn't matter to me. I was so drawn to the building. It called to me, just like it had done so for Marco many years ago," explained Shawn.

Records indicate that the building was built sometime between 1865 and 1880. It's been vacant for nearly 30 years and its last known tenant was Seebacher's Poultry, hence the building's nickname, the "Chicken Shack." Seebacher's Poultry was established in 1952 by president, James J. Seebacher. It was a place that sold fresh poultry. Customers selected a live chicken and watched as it was slaughtered onsite.



On location

South Side welcomes new movie

By Ed Blank

The Pittsburgh Press

The friendly waitress and bartender from the Margaritaville on the South Side peer down 22nd Street, but they can't see anything being filmed.

A movie crew from Hollywood is shooting "Dominick and Eugene" a block away, but it's pouring, and the only thing anyone can see from up the street is a lot of trailers, used for on-site dressing rooms and equipment, a couple of patrolmen and a few late lunchers scampering through the rain to the buffet in St. Casimir's auditorium.

Because of the inclement weather, director Bob Young has moved forward a day of interior shooting. He spends the morning in St. Casimir's Church getting part of a scene involving a choir — portrayed, as such things go in movies, by the choir from Assumption Church, Bellevue.

They'd been recommended by St. Casimir's pastor, the Rev. Walter Kara-veckas. "The father is so wonderful," Young says over a plastic plate of cold beef and salad.



Latest ratings show WBZZ a strong 2nd

By Robert Bianco

The Pittsburgh Press

THE ARBITRON winter ratings show that WBZZ-FM had one of its best performances ever, landing in second place behind traditional market leader KDKA-Radio.

WBZZ-FM made gains across the board. The Top-40 station's share of the total audience, age 12 and over, daily from 6 a.m. to midnight, was its highest since spring 1985. Its morning and afternoon drive numbers were the best in the station's history, an impressive achievement considering that winter is traditionally the weakest ratings period for youth-oriented stations.

WBZZ-FM vice president and general manager Tex Meyer gives much of the credit to new program director Jim Richards for giving the station a more consistent sound. He also credits disc jockeys Jim Quinn and "Banana" Don Jefferson, and the mild winter.

The mild winter? The rule in Pittsburgh is the harsher the winter, the better KDKA performs, because people traditionally turn to KDKA for school closings. With no snow, KDKA had its lowest winter ratings in the station's history.

KDKA program director Rick Starr says he was "not at all surprised" by the station's performance, blaming it on the lack of snow. "Last year we had six

RADIO

major snowstorms happen Monday through Friday, this year we had none." Starr hopes new interest in the Pirates will help the station in the spring.

The top 10 stations overall and their percentage of listeners (and in parentheses their winter 1986 rank and ratings) are:

| | | |
|------------|------|------------|
| 1. KDKA | 14.1 | (1, 16.9) |
| 2. WBZZ-FM | 9.6 | (3, 7.4) |
| 3. WSHH-FM | 9.0 | (2, 8.0) |
| 4. WDVE-FM | 7.7 | (4, 7.3) |
| 5. WAMO-FM | 5.2 | (5, 5.5) |
| 6. WLTJ-FM | 4.9 | (11, 3.6) |
| 7. WHTX-FM | 4.6 | (8, 4.7) |
| 7. WWSW-FM | 4.6 | (7, 4.6) |

19 Bedford Square was also the setting for the 1988 American movie, *Dominick and Eugene*, which starred: Ray Liotta, Tom Hulce and Jamie Lee Curtis. The building and the historic square were the perfect location to film the movie, a drama based in Pittsburgh about twin brothers with a complicated relationship. In 2006, the movie *10th and Wolf*, a film about the Philadelphia Mafia, used Bedford Square and the building as a backdrop in select scenes. And in 2016, Jesse Mader, vice president of ocreations, used the interior of the building for two music videos, and for his cinematic wedding video.

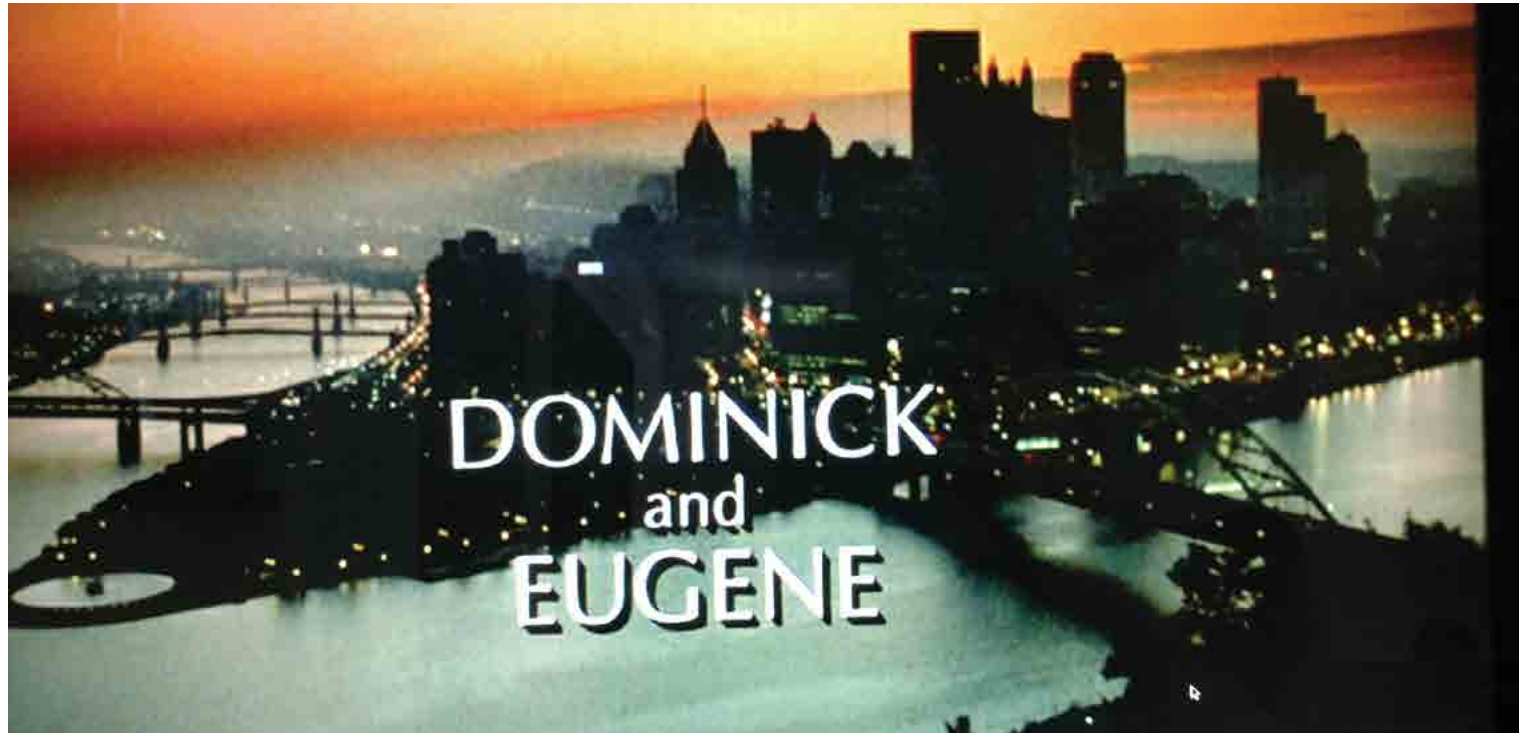
Nestled just one block from East Carson Street, 19 Bedford Square is also adjacent to the historic South Side Market Building, which once served as a farmer's market, butchery, store and bustling meeting place for the Polish, Ukrainians, Italians, Germans, Serbians, Croatians, Slovaks, Lithuanians, Russians, Irish and others who immigrated to Pittsburgh's South Side.

Originally built in 1893, and then rebuilt in 1915 due to a fire, the South Side Market Building is listed on the *National Register of Historic Places*, and is one of the last two remaining 19th-century market houses in Pittsburgh.

Since its earliest days, 19 Bedford Square has clearly been a gathering place for people in the community to connect, a place to do business and a place for the arts.

Now it's a perfect fit and the new home for ocreations, and the best destination for *timeless and transformative design*.





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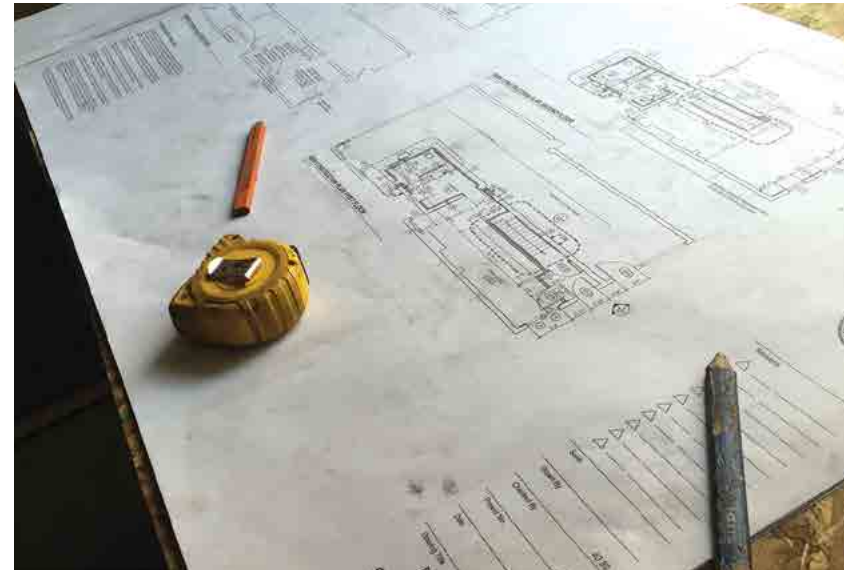




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PROCESS

Very shortly after we purchased the building, the extensive renovation began. From start to finish, this labor of love took 15 months. Thanks to the dedication and hard work of family and friends and the following contractors and companies: Atlantic Territories, Brian Ripley Construction; FortyEighty Architecture; Phillips Heating and Cooling; DeAndrea Plumbing; Premier Hardwoods and More; Pape Flooring; Brian Kern Construction; The Neon Doctor; Reno “The Plaster Guy”; Jody “The Painter”; Three Rivers Urethane; S&T Bank; and a few others, we celebrated the official grand reopening of ocreations, LLC in July 2017.





A FAMILY AND FRIEND AFFAIR The work involved a lot of heavy lifting and was quite the family and friend affair.

“My father-in-law, Frank, and sons: Riley and Frankie; and my daughter, Carley provided an incredible amount of help. My father-in-law’s expertise and experience was invaluable. He helped with several aspects of the renovation including: project management; structural repair; carpentry; tile and cement work; brick laying; framing; floor preparation; some plumbing; trouble shooting; and more!

My children helped me with the demolition and cement work, as well as: some brick laying; painting; staining; ceiling installation; fireplace rebuilding; cleaning and many other tasks.

My wife, Emilia, held down the fort at home and kept all our lives running smoothly, while she also worked full-time,” explained Shawn. Our friends were also a huge help: Tyler, Chuck; AJ; Steve; Greg; Hunter; Vinny; Pierce: Jack; Bill; Bob; Chris; Marc; Ryan; Joe; Anthony; Brian; Tim; and several others.”

When Shawn wasn’t busy helping with all the construction and labor work, he focused a great deal on the building and space design and worked on those plans with architect, Jeff Davis of FortyEighty Architecture.

Ocreations partner and vice president, Jesse Mader and art director, Nina Zivkovic contributed significantly to the overall aesthetics and design of the building. Jesse played a substantial role in the color selection, sign designs, interior decorating and planning and did an exceptional job. And, Nina assisted by providing some excellent color suggestions and studio decorating.

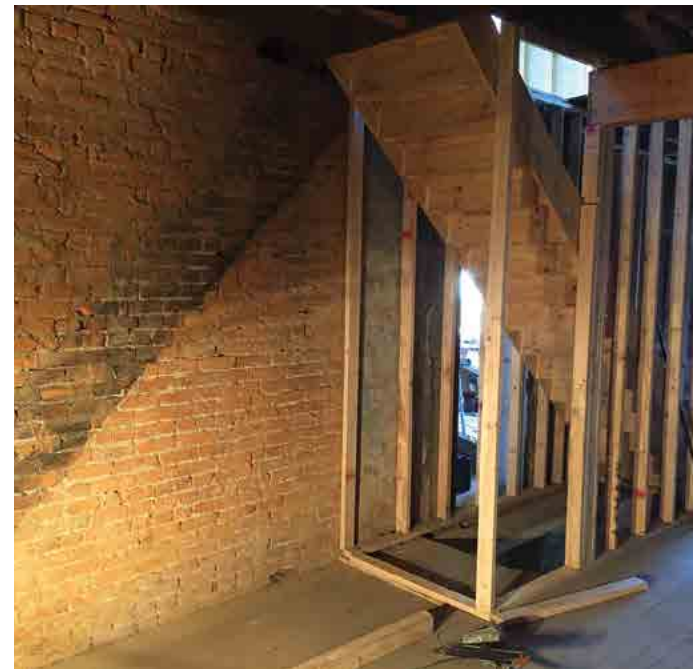


RECYCLING, REUSING AND RESTORING During that 15-month period, we filled more than 10 dumpsters and replaced the following: HVAC system; plumbing; electricity; flooring; walls; stairs; and, all the windows and doors. We tried to recycle and reuse any original wood or eclectic items that were discovered in the building during the renovation, such as using teardown items to make tables, counter tops, stairs and window sills. We chose not to recycle the cat skeleton I know, crazy! Our best guess is that very old cat might have been after one of those chickens at Seebacher's poultry.

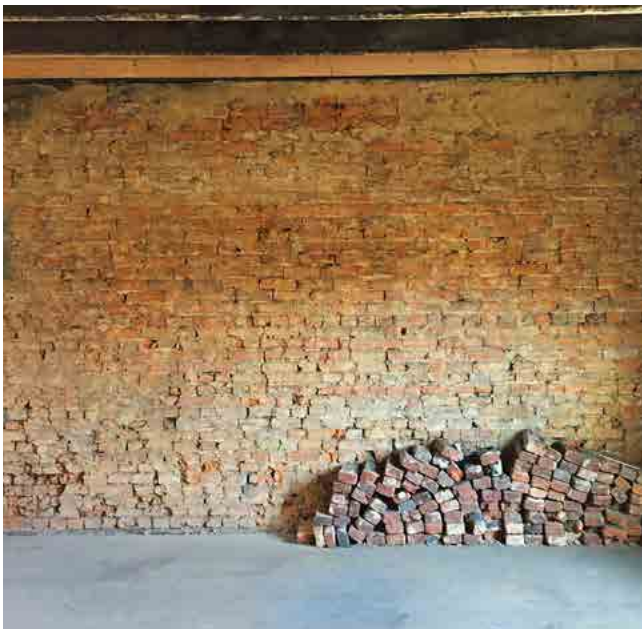
On a serious note, throughout the process, we were determined to retain the look and feel of this old building and the historic square, and we worked diligently to retain its unique value and restore it accordingly. We received funding for the building's exterior by the City of Pittsburgh's Urban Redevelopment Authority's Main Street program.

And last, but certainly not least, we put our hearts and souls into this entire process, and created this classic design studio that we hope others will also appreciate and love. We want our clients, family and friends to visit 19 Bedford Square often and to continue to rely on us for timeless, transformative design.

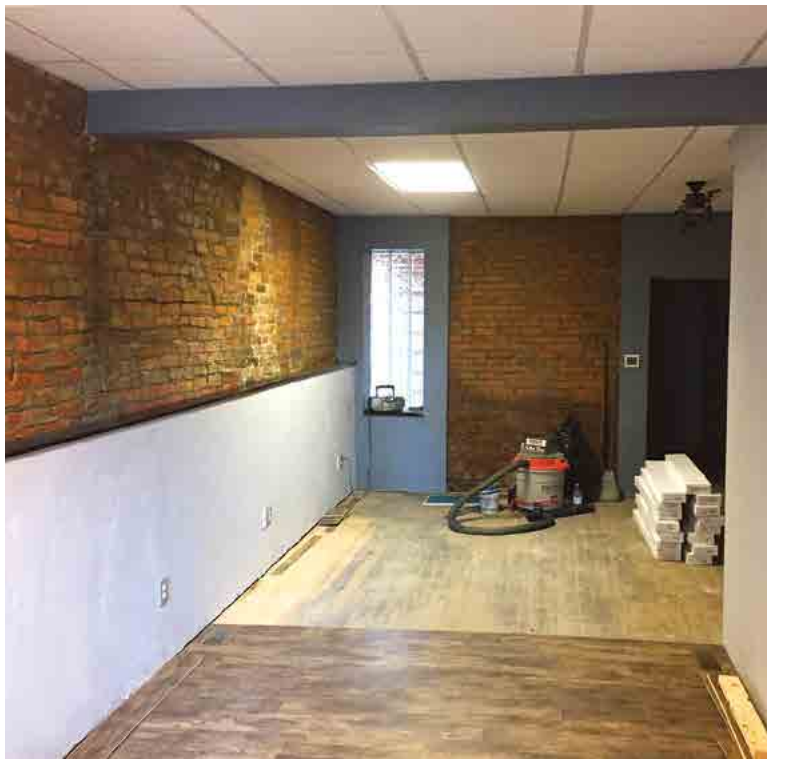
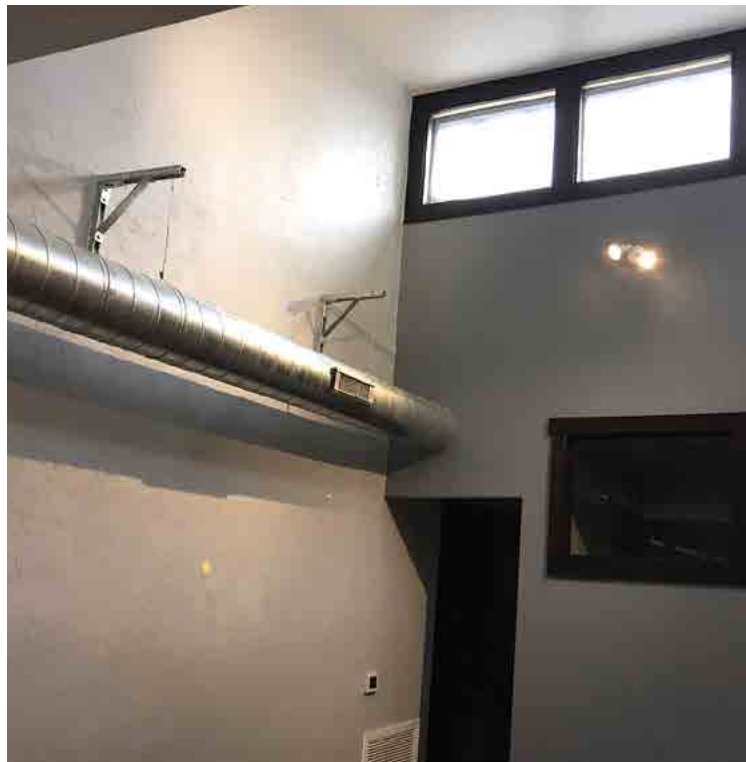
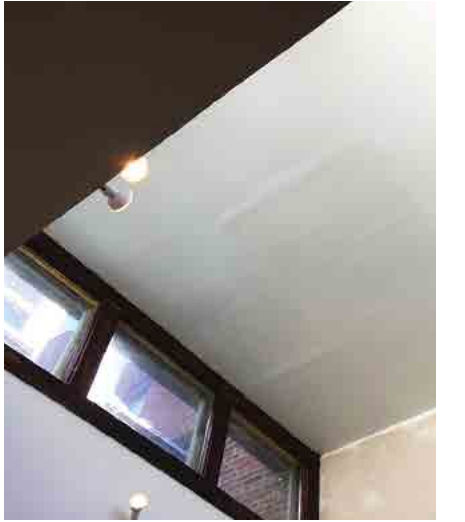
Thank you for visiting and for your business!



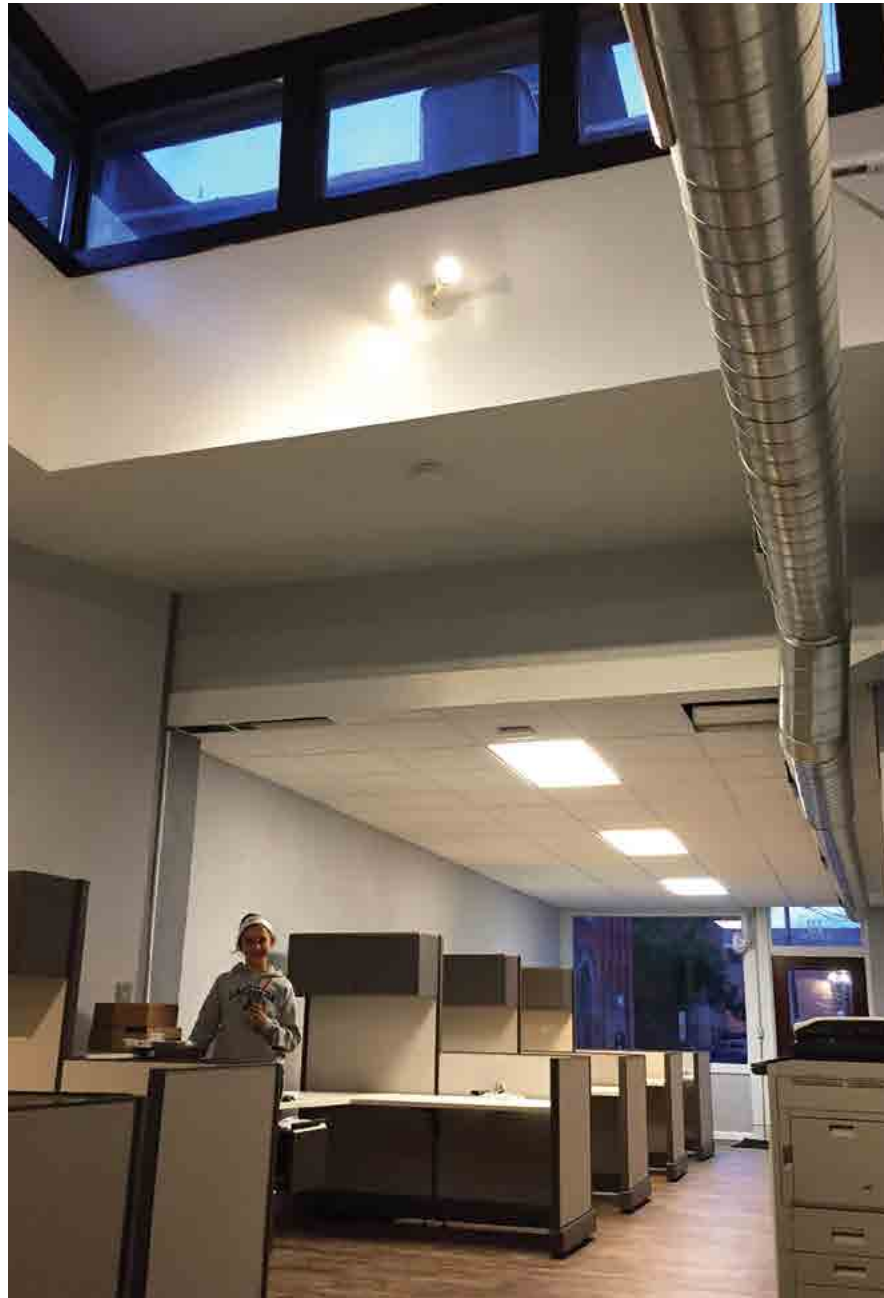




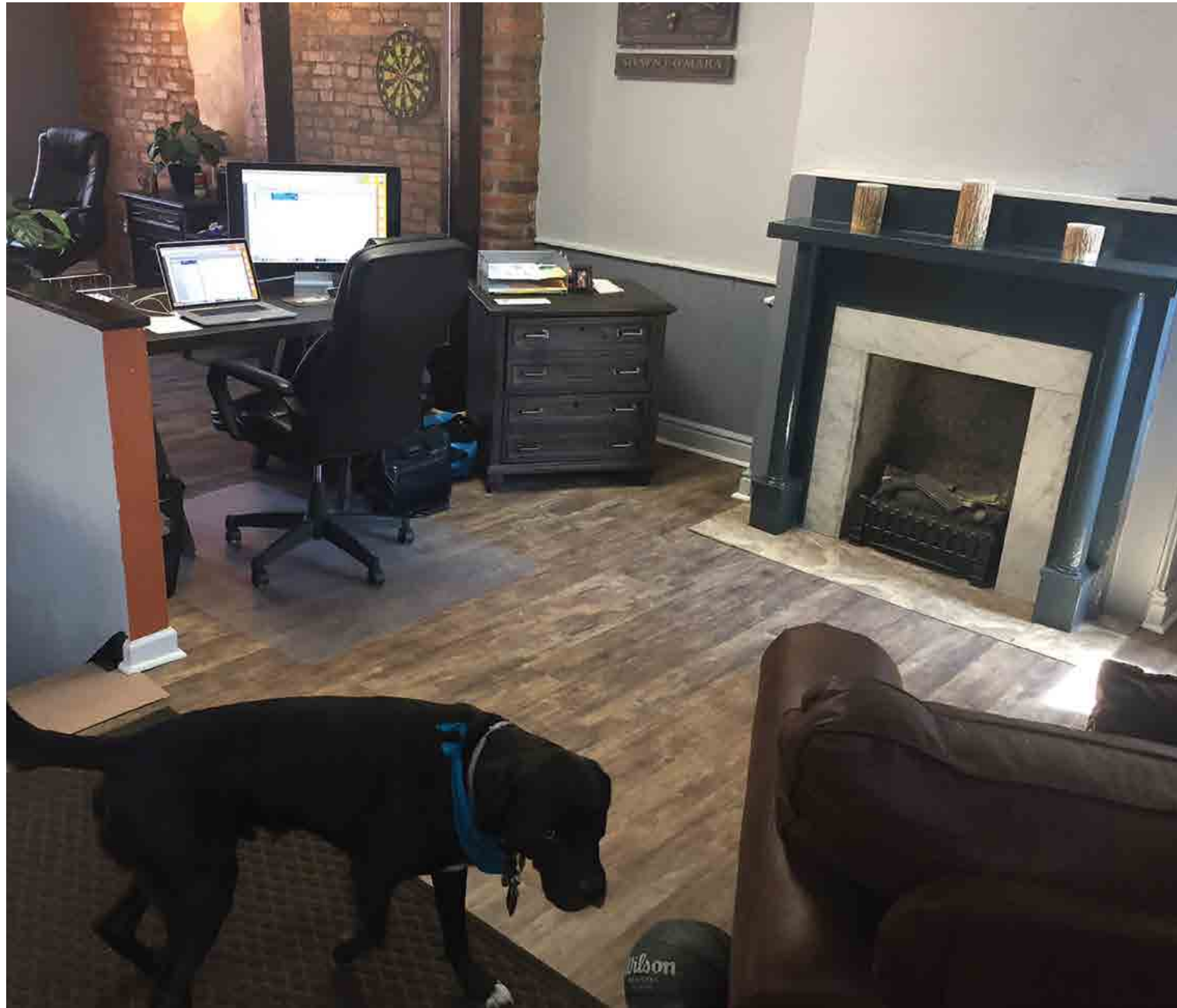






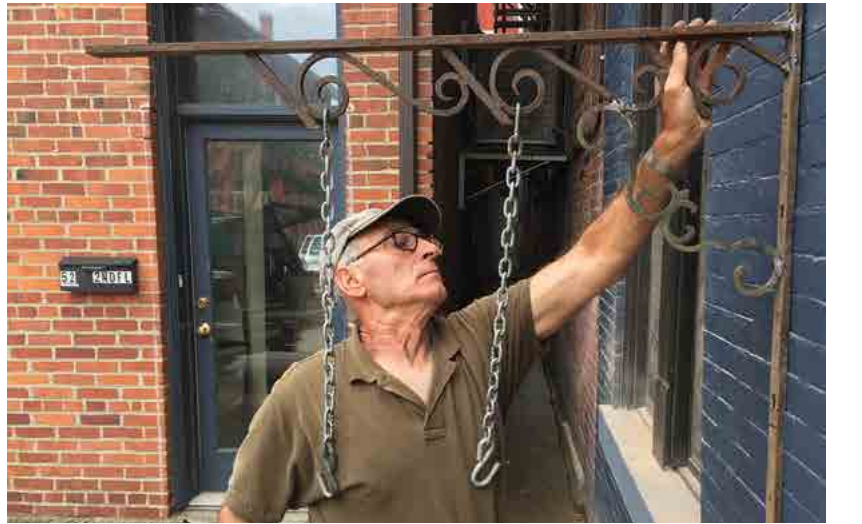


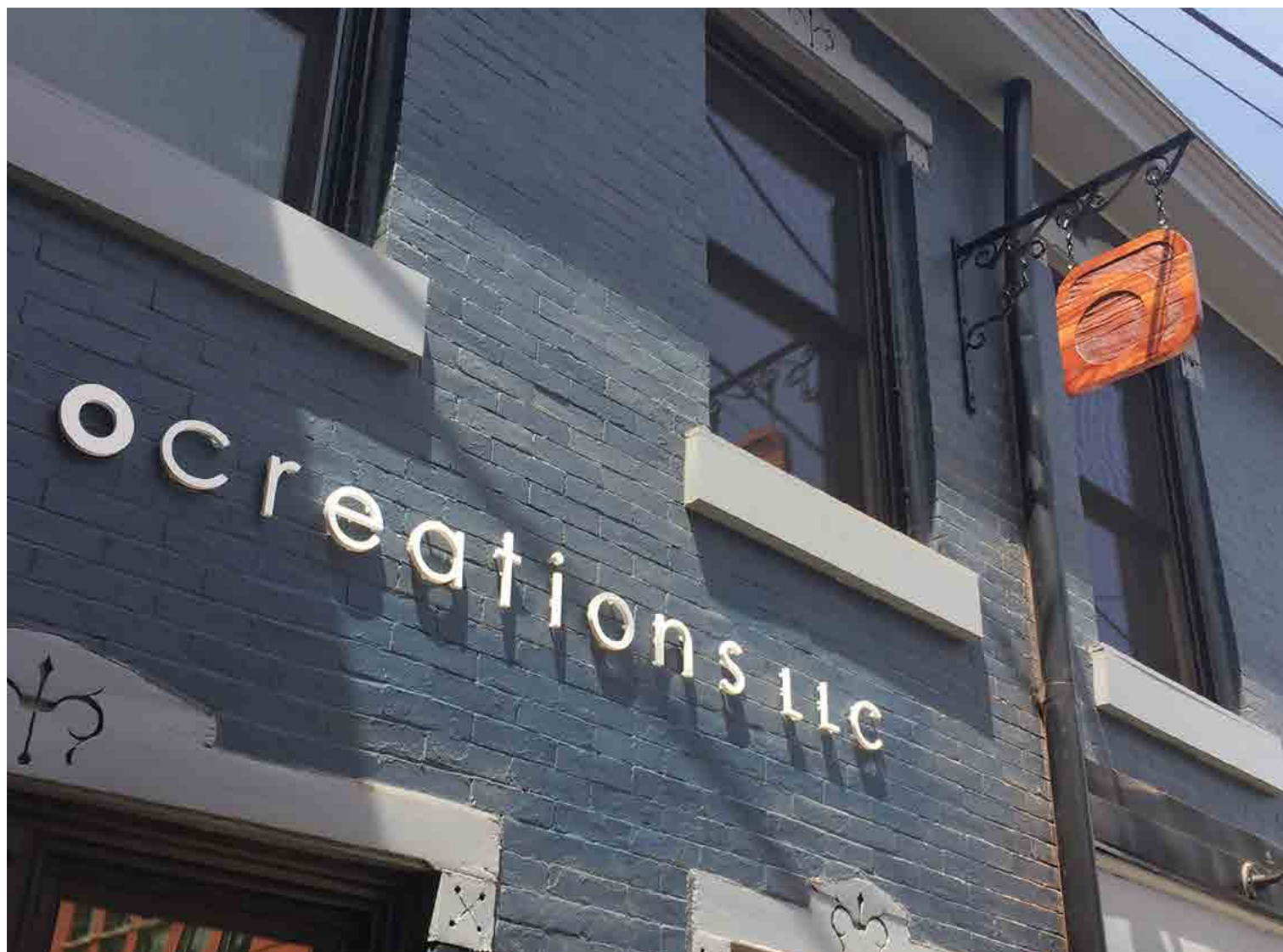












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