

# SELECT ARTWORKS FROM THE JESSICA AND KELVIN BEACHUM FAMILY COLLECTION ON DISPLAY AT VERO SADE'S 3700M LUXURY HIGH-RISE

DALLAS, TX, UNITED STATES, January 29, 2025 /EINPresswire.com/ -- Multifamily developer [Vero Sade](#) has unveiled an art exhibition of important works from the Jessica and Kelvin Beachum Family Collection at its flagship residential community, [3700M](#) in Uptown Dallas. Spotlighting pieces from artists such as Ferrari Sheppard, Delita Martin, Tyler Mitchell and Vaughn Spann, the nine selections were loaned by Arizona Cardinals offensive tackle Kelvin Beachum, an alumnus of Southern Methodist University and investor in Vero Sade. The 381-unit luxury high-rise is located at 3700 McKinney Ave., just moments from his alma mater.



Select works from the Jessica and Kelvin Beachum Family Collection are on display at Vero Sade's 3700M luxury high-rise in Uptown Dallas.

"Art has really become part of the fabric of our family. It's a testament that when you start to explore, discover, and be curious, it can take you to some interesting places," said Beachum. "I hope that loaning these works to 3700M will spark some interesting conversations and implore people to explore more work by these particular artists."

The exhibition, which spans both public and resident areas, including 3700M's lobby, coworking space and seventh floor amenity level, showcases noteworthy, contemporary artists such as Marcellina Akpojotor, Jerrell Gibbs, Delita Martin, Tyler Mitchell, Robert Pruitt, Ferrari Sheppard, Darin Cooper and Vaughn Spann. A series of public and private activations will include tours and artist talks, providing an opportunity to learn more about these transformative artists and their practice. Vero Sade offers monthly club and coworking memberships for those who are not residents of 3700M to enjoy the artwork that's on display.

"We are deeply honored to have the opportunity to share this personal collection with the public



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*Kelvin Beachum*

and make it a temporary part of our guest and resident experience, furthering Vero Sade’s commitment to its engagement pillars,” said Dan Bassichis, co-founder of Vero Sade. “It’s a wonderful celebration of contemporary Black artists.”

Beachum’s lifelong passion for investing and philanthropy drew him to Vero Sade’s parent company, Vero Capital (formerly Admiral Capital Group), where he crossed paths with impact investors Bassichis and his co-founder, San Antonio Spurs legend David Robinson.

Vero Sade debuted the multimillion-dollar reimagining of 3700M in summer 2024. The 21-story trophy asset now brings the energy and life of a social club into the multifamily space with high-design and memorable, high-frequency programming. Inspired by the intersection of home and hospitality, the re-envisioning of 3700M was intended to foster social connections, and as such, Vero Sade completely upended the existing layout, turning lackluster spaces into meaningful places.

“Our approach to multifamily development is rooted in creating environments that encourage interaction and relationship-building,” added Bassichis. “Our aim is for these pieces to spark curiosity and thoughtful conversation— whether among friends or complete strangers.”

Photography [available here](#) (credit Julie Soefer).

#### ABOUT VERO SADE

Founded in June 2021 and headquartered in Houston, Vero Sade is a vertically integrated, lifestyle-focused multifamily development firm. User-centered design, thoughtfully curated amenities and dynamic social programming are key to the Vero Sade club-inspired lifestyle, which targets renters by choice who value experiential living. The firm reimagines traditional multifamily environments by creating more meaningful relationships among its members through connectivity, health and wellness.

Vero Sade’s Texas-centric portfolio spans Dallas, Houston, and San Antonio, and is well-positioned to expand across the Sunbelt. Vero Sade is a subsidiary of Vero Capital, a real estate investment firm whose projects include the high-profile lifestyle club, Fidler Club. For more information, please visit [verosade.com](https://verosade.com).

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