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COLLABORATION LEADS TO LUXURY

By Lucien Lagrange Architects

The designers at Lucien Lagrange Architects (LLA) know what it takes to create luxury. Collaborating with developers and brokers enables the architects to create floor plans tailored to specific buyer profiles. Heather Weed, principal/ senior designer, and My-Nga Lam, senior associate/ senior designer, reveal how recognizing the buyer is an important part of creating a new home.

Weed explains that the whole program for the Ritz-Carlton Residences came out of who they thought the buyer would be. "Developing the program from the beginning with Rubloff, we learned that the layouts were intended for a more conservative buyer," says Weed. "Therefore, the residences feature formal dining rooms and enclosed kitchens." Since many of the residences are pied-a-terres rather than primary homes, Weed reveals that the floor plans focus on entertaining, while guest rooms accommodate visitors by night and double as dens by day.

For Lam, 10 East Delaware was a great match. "Thad Wong sat with us sketching; he was into door swings and a very high level of detail within the units," Lam says. The architects worked closely with @ Properties to create floor plans that focused on how residents would experience the space.

Understanding these ideas behind the creation of a home can help realtors connect with their potential buyers on an even deeper level, which can help when searching for the perfect home for your clients. The developer, architect and brokerage are all key ingredients in the creation of a new construction home, so make sure you're familiar with everyone involved to make yourself an expert in the field.

Since 1985 Lucien Lagrange architects has produced an award winning portfolio of luxury hotels, condominium residences, office towers and historic redevelopments. Projects in Chicago include Hard Rock Hotel, Park Tower, Erie on the Park and Elysian Hotel and Residences. For more information visit www.lucienlagrange.com.