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A woman's touch

Award-winning designer Shelly Barrad transforms the lobby of the Michigan Avenue Lofts into an elegant paradise

Award-winning Chicago-based interior designer Shelly Barrad is transforming the lobby of the luxurious Michigan Avenue Lofts, 910 S. Michigan Ave., into an elegant and opulent, yet warm and inviting, reception area.

"Now that all the main construction and architectural work in the lobby almost has been completed, the decorative transformation is under way," said Barrad, of Chicago-based Shelly Barrad Designs Inc.

The award-winning Michigan Avenue Lofts, located in the burgeoning South Loop, were developed by Ganesan Vish, president of Oak Brook-based Vilas Development Corp.

Barrad is applying her design flair to the 4,000-square-foot space, which encompasses the main lobby, elevator lobby, grand lobby mailroom and a party room just off the lobby.

Barrad selected rich, deep and natural tones for the furnishings and accessories.

Granite tile from Africa and India is being installed outside the building at the entryways and throughout the three lobbies.

"The flooring design consists of three separate colored, 18-inch square granite tiles detailed as a very intricate pattern. Wall paneling and carpeting are scheduled to be installed shortly after the granite work is complete, with all the additional decor to follow," Barrad noted. "Upon entering the main lobby on the east side of the building, residents and guests will be greeted immediately by the concierge who is seated behind a custom-designed cherry wood and polished brass station with a granite top."

The 900-square-foot elevator lobby is accessed through a pair of custom-made cherry wood and sandblasted glass doors. The flooring treatment in the elevator lobby has a border of the same granite flowing



throughout from the East lobby.

"It's inset with a patterned carpeting and border treatment in the color tones of cinnamon, black, caramel, and chamois. Accent walls and ceiling areas are painted in a warm chamois tone," Barrad said.

The elevator doors are polished brass with an elegantly etched design pattern. Two passenger elevators will receive the same wall paneling treatment as in the East lobby. They will include a granite border on the floor with insert carpet treatment.

The receiving elevator will feature durable cherry wood-look laminate. The floor will be fully carpeted.

Other features of the lobby area will be a classic, elegant, and eclectic mix of reception furnishings, artwork, plants, area rugs and additional accessories.

A multi-panel screen consisting of column framework and sandblasted glass will enclose the mailbox area.

The lighting scheme will add another dimension to the opulence.

"We have a double-stepped ceiling with Cove lighting inset along the perimeter in the East lobby," Barrad said. "It will also be accented by two large custom-made chandeliers."

Going west, visitors enter the 2,400-square-foot grand lobby, which features an

elongated, domed ceiling with Cove lighting around the perimeter.

"Three brass accented chandeliers will be suspended from the domed ceiling," Barrad said. "The cherry-wood and polished brass wall paneling treatment and columns also are featured in the grand lobby, which will contain the same eclectic mix of furnishings and accessories."

The 40x40 party room is situated just off the East lobby. It has the same patterned carpet with a different design treatment. "The party room will be conducive to gatherings from informal to formal," Barrad noted.

"The entrance into Michigan Avenue Lofts will no doubt make a grand impression on residents and guests alike," said Christine Gillett, sales and marketing director for Vilas Development.

"From the lobby's arresting color scheme to the glistening glass and brass accents, the overall effect will be boldly elegant and dramatic. All colors, fabrics and surface coverings have been selected for both appearance and wearability—important components in areas that will handle substantial traffic once the building reaches full occupancy."

For information on Michigan Avenue Lofts, call 312-986-0009.