



LUSIVE

CASE STUDY: THE WIT CHICAGO



CASE STUDY

The Wit Chicago
Cheryl Rowley Design

When the eminent interior designer and Platinum Circle Award winner Cheryl Rowley called on the Lusive Team to realize her vision of “Angel wings floating in space...” she had just finished meeting with the engineering team and was told that the renderings and concepts presented were impossible - that they should be thinking of more traditional options...

Always up for a challenge, Lusive created the impossible...!

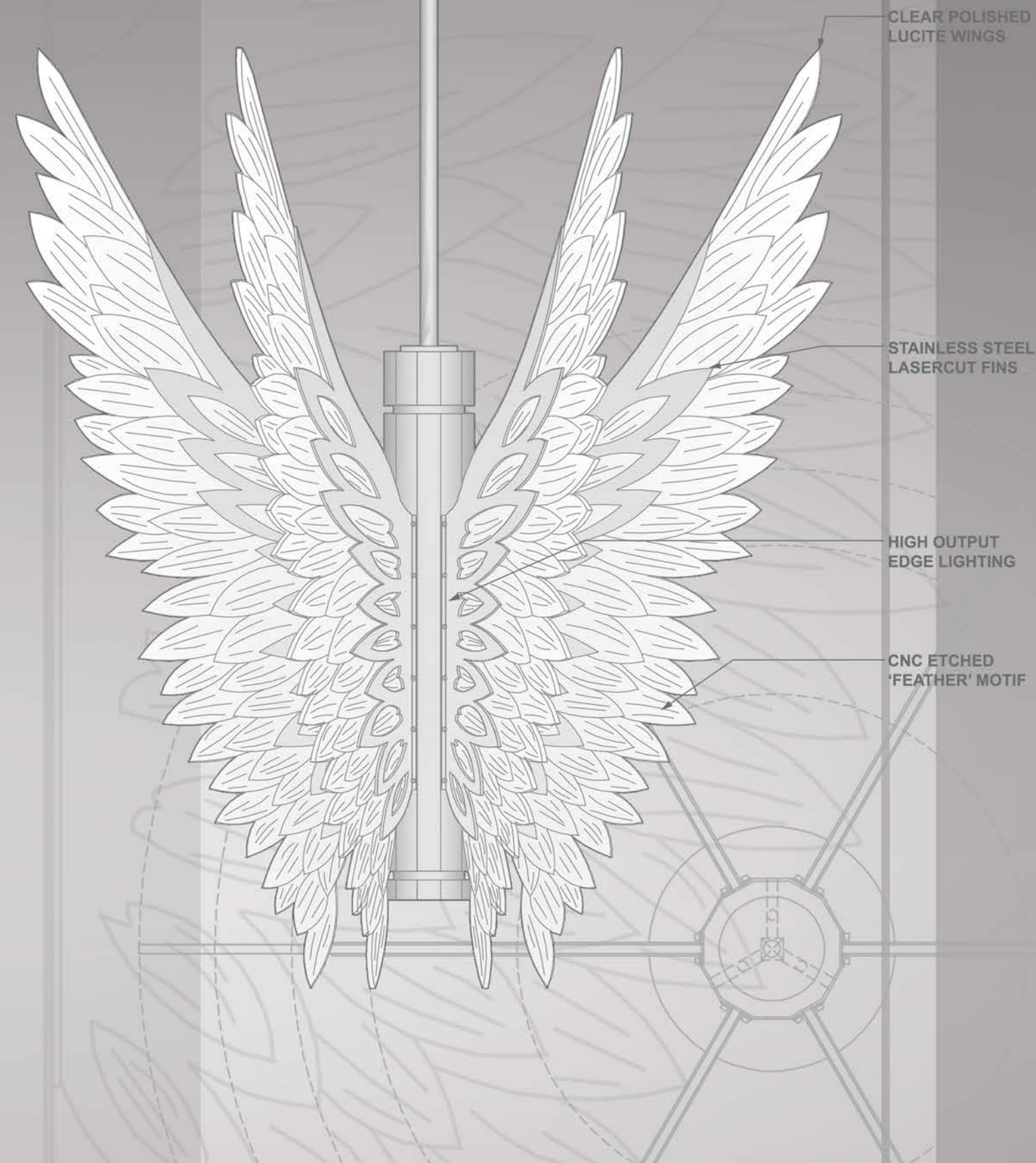


Design Inspiration Cheryl Rowley Design

"My good friend, Yadi Zeavin, who lost her battle with breast cancer in 2004, was my inspiration for the design of the Celestial Chandelier. Yadi had wonderful personal style and a true love for everything Art Deco.

When the design started taking form, I quickly realized that Yadi was guiding me from her special perch on my shoulder."

- Cheryl





Based on the interlocking structures of natural bird feathers, Lusive created custom CNC machined 'feather' patterns carved into lucite to create a 3-dimensional effect.

After programming was completed, each wing required 36 hours of carving and 12 hours of fire polishing to produce the illuminated edge-lit details.





CASE STUDY CREDITS

PROJECT: THE WIT CHICAGO

DESIGNER: CHERYL ROWLEY DESIGN

PURCHASER: GERRY BROWN AND ASSOCIATES



3400 Medford Street, Los Angeles, CA 90063 323.227.9207 t 323.227.9208 f www.Lusive.com