

# ideas

SALES + MARKETING

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## The Chic Environmentalist – Sky Vue Lofts

Best Interior Merchandising of a Model Priced \$650,000-999,999

### Community:

Smart Corner Residential Tower

### Builder:

CJUF Smart Corner, LLC

### Merchandiser:

Artisan Design Group

[www.smimagazine.com](http://www.smimagazine.com)

This is a building so green, the city of San Diego rerouted the trolley line to stop right in front of the Smart Corner Residential Tower to help eliminate residents' need for a car. That's not to say that the Sky Vue Lofts are only for those looking to reduce their carbon footprints. These lofts use recycling and reusable materials to create style and sophistication, which is perfect for the Sky Vue target market of young professionals and empty nesters.

"This isn't a traditional model home," says Jaimi Julian Thompson, president of Artisan Design Group. She goes on to explain that not over-merchandising and keeping to simple lines were key to making this space work.

These high-rise homes were designed to accommodate a greener downtown loft lifestyle. First impressions suggest that this is an elegant yet livable upscale loft, but the heart of the design is in the details.

One particular design challenge where the details come into play was in covering up the dropped bathroom ceiling which was necessary to cover the heating and cooling system. Instead of leaving the industrial ceiling tiles, the Sky Vue Lofts team covered the dropped ceiling with bamboo tile in keeping with the rest of the design.

Thompson explains that it was these finishes that impressed buyers. In addition to the bathroom, bamboo also adorns the floors for an interesting and environmentally-friendly alternative that complements the clean lines of the furnishings. The recycled glass backsplash

contrasts with the zebra wood on the kitchen cabinets (which also meet green standards). These textures give the loft a chic eclecticism that can only come from the marriage of style and environmental responsibility.

Buyers are also impressed with Sky Vue Lofts' Nationals<sup>SM</sup> Gold award. "[The award] makes more people want to go see [the lofts] and look at all the options," says Thompson.

### Stand-Out Trends

- Use of environmentally-friendly materials
- Use of texture to create drama
- Clean lines

