





EXPOSÉ 360°

DESIGNER: REED KRUEGER

TEXT: ANASTASIA KRUGLYASHOVA

PHOTOGRAPHY: NATHAN KIRKMAN





*One of the 20th century's
quintessential style icons*

Diana Vreeland believed elegance to be innate. Gliding through the enfilades of Chicago's dainty metropolitan apartment created by interior designer and architect Reed Krueger, proves Madame Vreeland was right.

Exposing 360-degree mesmerizing views over Lake Michigan, Lake Shore Drive and the Magnificent Mile of North Michigan Avenue, the space occupies one of the upper floors of the Palmolive Building—Chicago's iconic landmark, and an authentic embodiment of the Art Deco style that has become a symbol linking the era's past with the future, lined in succession between the historic Drake Hotel and the modern John Hancock Center. As a reflection, the space created by Krueger epitomizes a stylistic dichotomy of the original art deco characteristic of the Palmolive Building and a sleeker contemporary design.





*"The owners—a Chicagoan couple—*were looking for an up-to-date ambiance in the design, and we decided to incorporate some of the Art Deco elements to preserve and enliven the historically significant style within a more contemporary frame," Krueger comments upon exiting the elevator going into the apartment's polished foyer.

Graceful geometric wall sconces, adorned with bronze figurines, immediately draw the eye in—inviting an enchanted world that soars between past and present elegance. When entering the space, a glance above reveals a soft, glowing constellation: fiberoptic lighting, an unexpected touch, that transforms the ceiling into a starry night sky. "I wanted to create an ethereal sensation that the owners and their guests can experience when entering the apartment, as well as enhance the elements of surprise," the designer recalls.











And the cross-stylistic adventure begins.

The elongated central gallery passage runs throughout with the intimacy of salons adjoining it. "The portals define the entrances of the different spaces and segment the gallery as it diminishes in width deep into the space," Krueger explains. White oak floors were 'white washed' to endow them with a light hue, and hand scraped to accentuate their herringbone pattern. "At every portal into the salons off of the center hall, the borders of the floor panels are sized by concentric edges that reduce evenly in size as they come to the center—symmetrical receding sizes similar to the panel detail on the mill work, echoing the Art Deco style of the building," Krueger elaborates. The precision of design heritage is sound in every minuteness, as reminiscent in the geometrical handles of the bedside tables and dressers that were created by the designer, resembling 'staircase steps' or setbacks, distinctive of the Palmolive building's silhouette.

Walking through the suites of adjoining rooms upholstered in textured wall fabrics of subdued light gray, Krueger ponders, "Scale, proportion, and sophisticated elegance are vital to my design aesthetic." He used the wall fabric, not exclusively for its delicate texture, but for the acoustical value as well. Streamlined sofas and chairs of cultivated grays and beige are masterfully juxtaposed by the elements that embodied the original voluptuousness of the period interior: the heavy, luxuriant velvet curtains, light hued, silk threaded carpets and richly textured, chocolate-y suede wall covering insets.









*"Creating noble eclecticism
is a genuine skill,"*

Krueger reflects, descending in to a rosewood chair inspired by the 1950s aesthetic, next to an ultra contemporary large-scale painting. All part of a greater art collection that is spread tastefully throughout the space starting with a Mapletorpe—a bold, sultry image of a calla lily—enhancing the entrance's powder room, creating a dramatic setting against the dark walls and floor.

The coupling of art with accessories—in the dining room willowy white candles supported by fine candle holders compliment an exquisite chandelier above a soigné setting on the dining table—keep the designers understated luster intact; while an original Picasso brings forth an aura of eccentricity.

The library takes the visitor back into time, where Krueger created a timeless atmosphere replete in its dark leather sofa, refined armchairs and cashmere jalousie embraced by walnut paneled walls—an intimate atmosphere, an Old Hollywood art deco salon and all its seductions ■ Reed R. Krueger & Associates Inc, 444 N. Wells Street, Chicago, IL 312 321 0234, reedkrueger.com