



Pella Crafted Luxury

CHICAGO SHOWROOM

Driven by hands-on, personalized service, experienced consultants and exceptional products, Pella Crafted Luxury provides architects, designers, builders and homeowners with a luxurious shopping experience and a go-to destination for reimagining windows and doors.

Pella Crafted Luxury represents the convergence of Pella Corporation and the recently acquired Grabill Windows & Doors, Inc., each founded by visionary families who believed in quality craftsmanship, personal integrity and exceptional customer service. Together, the companies deliver more than 100 years of expertise and product innovation.

SHOWROOM DESIGN

Renown Chicago-based residential architects Stuart Cohen and Julie Hacker were inspired by the craftsmanship of Pella and Grabill team members to create the Pella Crafted Luxury Showroom. Designed as a retail space that more resembles an art gallery, the showroom was created to inspire and provide a personalized shopping experience for all who enter.

From Pella's customizable premium wood offering to steel and designer products from Grabill, windows and doors are artfully displayed within six style vignettes.

MODERN

The color palette in this modern room is inspired by the work of 20th-century modern architect Alvar Aalto. A Finnish architect and furniture designer, Aalto was known for using red and bleached woods in his designs. The room's windows and door feature a combination of bleached white oak and red interiors and red Kynar-finished exteriors.

Showcasing the trend of ceiling to floor glass, the desk and bench units highlights Grabill's capabilities for designing and building components that complement the windows.

Featured Products

Grabill entry door and sidelights with aluminum clad.

Interior Design Partner

Shelly Handman, Handman Associates

Shelly's work has appeared in *Architectural Digest*, *Luxe*, *Better Homes and Gardens*, *House Beautiful* and *InStyle*. He operates offices in both Chicago, Illinois, and Palm Springs, California. He is well known for his clean and sculptural designs.

HISTORICAL

Step back in time with this exhibit that includes a Gothic-inspired entry-door by Grabill displayed with Pella® Architect Series® sidelights. The Gothic oak door was inspired by a previous Grabill project and designed by Jun A. Sillano, Jr. of International Design Group.

The Gothic composite window and desk units demonstrate the flexibility of Integral Light Technology, or ILT, for custom muntin configurations. The two desk units are designed to be both displays and workstations with hideaway monitors.

Featured Products

A gothic-inspired entry-door by Grabill complemented with Pella Architect Series sidelights.

Interior Design Partner

Stephanie Wohlner, Stephanie Wohlner Design

Recognized by *The Chicago Tribune* as one of the best up and coming designers in Chicago and 2014 Interior Designer of the Year nominee by *Luxe Interiors* magazine, Stephanie innovatively combines traditional and contemporary styles. She mixes textures and periods, bringing them together with her unique taste, her broad experience and her strong sense of scale and proportion.



TRADITIONAL

The entrance of this room welcomes a traditional style with an Architect Series French Door with Nanz Cremona hardware and a custom Roman grille transom and sidelights. A Palladian composite with a corresponding Roman grille complements the room.

Featured Products

Pella Architect Series Palladian composite.

Interior Design Partner

Stephanie Wohlner, Stephanie Wohlner Design

URBAN LOFT

Grabill-Detroit Steel windows and doors with black aluminum clad exteriors are a dramatic feature of the Urban Loft room. A unique feature of Grabill steel windows is the common mull – note the finish of the interior welds.

The portal features a much sought-after alternative to a Hope's-styled steel door and displays a loft-style composite.

Featured Products

Steel entry door system, warehouse composite with pivot or awning windows.

Interior Design Partner

Elissa Morgante and Fred Wilson, Morgante Wilson Architects

Named one of the top 25 architectural firms in Chicago, Morgante Wilson Architects (MWA) brings together over 20 architects and designers specializing in residential design. Led by Elissa Morgante and Fred Wilson, MWA's work has received national and local acclaim in publications like *Traditional Home* to *The Chicago Tribune*. Their designs have been featured in books by best-selling author and acclaimed architect Sarah Susanka and exhibited at the Art Institute of Chicago.

CONTEMPORARY

The contemporary style of today blends traditional concepts and current trends to create a space that's warm, inviting and connected to the outdoors.

Featuring oversized and undivided glass and large sliding, pivoting and hinged windows that create extensive natural lighting, the display appeals to homeowners and designers who want to visually connect their interior and exterior spaces for uninterrupted views

Featured Products

Sapele Mahogany pivot door and sidelight with anodized aluminum exterior paired with a composite of fixed and vented awning windows controlled by a Crestron system. Pivot door has magnetic locks and electrically-operated and synced awning windows.

Interior Design Partner

Shelly Handman, Handman Associates

KITCHEN AREA

Even the functional kitchen space within the showroom highlights what can be done with windows to bring added light to a space. Based on an actual kitchen designed by Stuart Cohen and Julie Hacker, the window provides an interesting way to blur the line between inside and outside. It opens a part of the home that can often feel closed in, making it feel more transparent and light.

Featured Products

Pella Architect Series pine awning windows.

Interior Design Partner

Shelly Handman, Handman Associates

GUEST ARCHITECT SPACE

This space will be used to highlight a unique display designed by a prominent architect. In the first half of 2016, it will be Michael Graham of Liederbach & Graham Architects.



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SHOWROOM QUICK FACTS

OPENING DATE

December 2015

ADDRESS

Merchandise Mart
LuxeHome, First Floor, Suite 100
222 W. Merchandise Mart Plaza
Chicago, IL 60654

HOURS

Monday – Friday: 9:00 a.m. – 5:30 p.m.
Saturday: 10 a.m. – 5 p.m.
Sunday: Closed

SQUARE FOOTAGE

7,000 square feet

OPERATIONS

Whitney Klinkenborg, Showroom Manager
Alan Pickett, Luxury Sales Development Manager

ARCHITECTS & DESIGN PARTNERS

Architects

Stuart Cohen and Julie Hacker, Architects
cohen-hacker.com

Interior Designers

Stephanie Wohlner, Stephanie Wohlner Design
swohnerdesign.com

Elissa Morgante and Fred Wilson
Morgante Wilson
morgantewilson.com

Shelly Handman, Handman Associates
handmanassociates.com

WEBSITE

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SOCIAL MEDIA



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