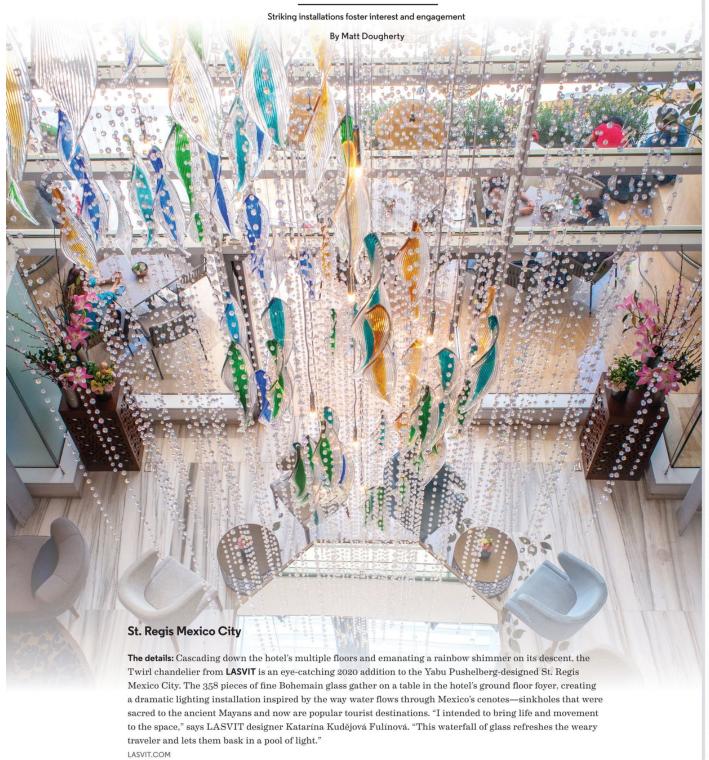


## products art



## IF IT DOESN'T CHALLENGE YOU, **NEMA Chicago** IT DOESN'T CHANGE YOU. The details: Creating public spaces for residents that upend expectations Muhammad Ali has become a signature of lifestyle apartment brand NEMA. Take the boxing ring that occupies the gym in its Chicago tower, which was conceived by New York real estate firm Crescent Heights. To enhance the space, Kevin Barry Art Advisory (KBAA) was tasked with curating a gallery wall surrounding the ring that translates classic fight posters through a modern lens, such as a photo of a female athlete in a dancer's pose. "Our goal is for the art to motivate the viewer to take their workout to the next level," says KBAA president Allison Barry. "Having a boxing ring in your gym is a highend amenity, and we wanted to keep that feel while also emphasizing the clean, industrial look of the rest of the property."



KEVINBARRY.COM

## Stable Road Capital Venice, California

The details: Stable Road Capital founder and chairman Ed Freedman reached out to Katrien Van der Schueren of Voila! Creative Studio to create an art installation in the early months of the pandemic for the investment company's Venice, California office, which was designed by Los Angeles-based Martyn Lawrence Bullard. "I wanted to bring something bold and happy to the interior," she says of designing the piece for the reception area. The sculpted panels nod to natural forms and puzzles—that ubiquitous lockdown activity—thanks to their interlocking shapes. Because soft natural light filters in throughout the day, Van der Schueren chose to work with Venetian plaster so the shifting light would complement the piece's textured layers. "The color combo has always been one of my favorites to play with," she explains, "but in this space, the scale and proportions allow them to pop."

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