

# Potential Designs In Multiple Options Are A First

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SAN FRANCISCO—Lumina has selected celebrity designers to envision interior design options for its three-bedroom floor plans, which will be brought to life through 3-D renderings and 360-degree VR technology.



Potential buyers will see designs via 3-D renderings and 360-degree virtual reality technology.

SAN FRANCISCO—Located at Main and Folsom Streets where SoMa meets the Embarcadero, high-rise residential community **Lumina** offers 656 residences with city and Bay views. And now, **Lumina** is bringing residences to life for potential buyers through three-dimensional renderings and 360-degree virtual reality technology.

**Tishman Speyer** has tapped San Francisco-based online interior design company and 2016 *Architectural Digest* award winner, **Decorist**, to envision interior design options for two of its three-bedroom floor plans. Decorist's celebrity designers **Tamara Honey, Will Wick, Consort** and **Martin Raffone** will be the leads for the project.

"With Decorist's award-winning technology, Lumina is now able to showcase these featured residences in creative ways that were not previously possible," **Carl Shannon**, senior managing director at Tishman Speyer tells GlobeSt.com. "Using 360-degree virtual reality technology, we can simultaneously present a variety of different interior options for the same home, giving prospective buyers a better and more diverse vision. We're thrilled to be the first new development to work with Decorist in this way."

Lumina is the first new development to use the three-dimensional rendering technology to show buyers different potential designs that are possible in the same space. Prospective residents and brokers will be able to virtually explore each rendered design, which includes furniture, wall coverings and finishes, accessories, artwork, lighting and flooring options offered at Lumina's in-house design center. Each of the four Decorist celebrity designers will create a design for one three-bedroom residence, allowing potential buyers to envision the myriad possibilities for each luxurious space.

"We've chosen the best celebrity designers to put together a selection of luxurious and unique interiors that stage different design perspectives and show what is possible in a Lumina residence," says Shannon.

All four designs will be revealed on June 3 at an [event held at Lumina](#) from 12:00 to 3:00 p.m. Decorist will be on hand to answer questions and discuss the designs.

Decorist is a platform that provides personalized design assistance to make over any room in the home, within the constraints of the customer's style and budget. Customers can work with a designer of their choice or Decorist can pair one of its more than 400 designers with a client according to personal tastes and budget, with interior designers available at three levels and price points: Classic at \$299, Elite at \$599 and Celebrity at \$1,299.

All of the correspondence between designer and client happens online and after the customers share their inspiration and room specs, the designers will create two unique design concepts for the room, or boards, along with a floor plan and shopping list. Decorist's concierge purchasing service makes ordering all of the components for the room easy and fast, at the best possible prices. Decorist also offers 3-D renderings, which give customers the most realistic view of how a room will look once completed. And for customers not ready to start a full design project, they can consult Decorist's design bar for any design questions answered by one of Decorist's interior designers.

Other amenities provided on site at Lumina include a fitness center, 70-foot heated lap pool, private dining room with chef's kitchen and outdoor balcony overlooking downtown, landscaped rooftop terrace with barbecues, fire pits and outdoor screening capabilities; bi-level club lounge, game room, screening room, children's play room, music practice room and business center.

In addition, all Lumina residents have access to a 24/7 on-site valet parking service. Lumina is also the first residential community on the West Coast to offer the Audi at home service, a car-sharing initiative that offers residents access to Audi models.