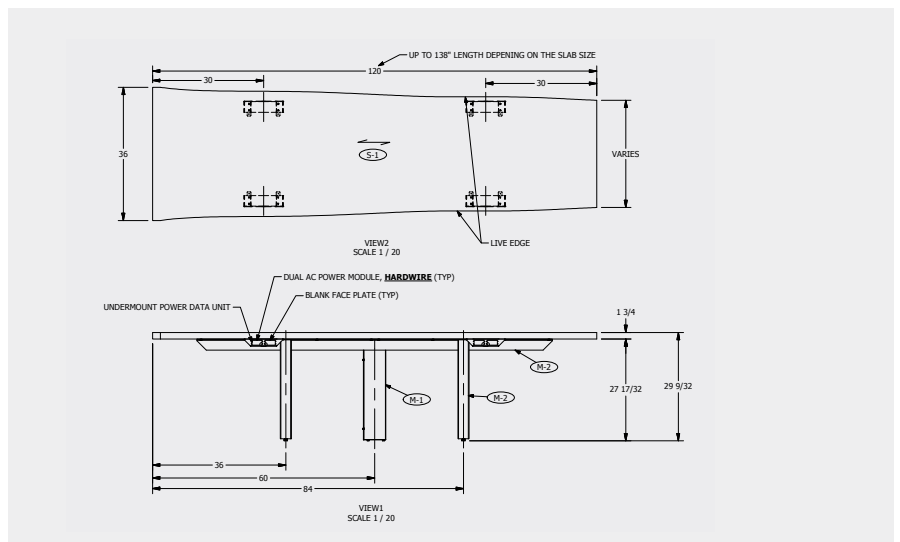




When Cadillac’s marketing and sales divisions left the Motor City for Manhattan’s SoHo neighborhood, the luxury automobile brand envisioned its street-level showroom as a creative space for art, fashion, technology, and food. Design direction called for a tactile, sophisticated urban look and feel, an invitation for visitors to linger and engage.



Top, right: For the reception desk, the designer wanted a simple box with elegant mitered corners, shown here in walnut; custom live edge walnut top with Highline loop leg, black base, shown top left. Left: Undermount power allows for intuitive connections; drawing for custom live edge table with undermount and wire manager column shown bottom right.