

CASE STUDY

MODERA KATY TRAIL



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FARMBOY

PROJECT SNAPSHOT

- **Location:** Dallas, Texas
- **Client:** BKV Group / Modera by Mill Creek Residences
- **Approximate Budget:** \$80,000
- **Services:**
 - Project Discovery
 - Art Narrative Development
 - Art Direction + Collection Building
 - Production and Procurement
 - Project Management

OVERVIEW

When we were approached with this opportunity to collaborate with BKV Group on a new multifamily property in Dallas' esteemed Highland Park neighborhood, we were excited by the opportunity to carry the luxury hospitality design experience into a residential environment. The client was looking for upscale artwork for the public areas of the building, and while they presented us with general placements and budget, we were provided creative liberty to determine the collection's overall art direction, narrative, and product types in addition to managing the project and procurement processes and logistics.

OPPORTUNITIES

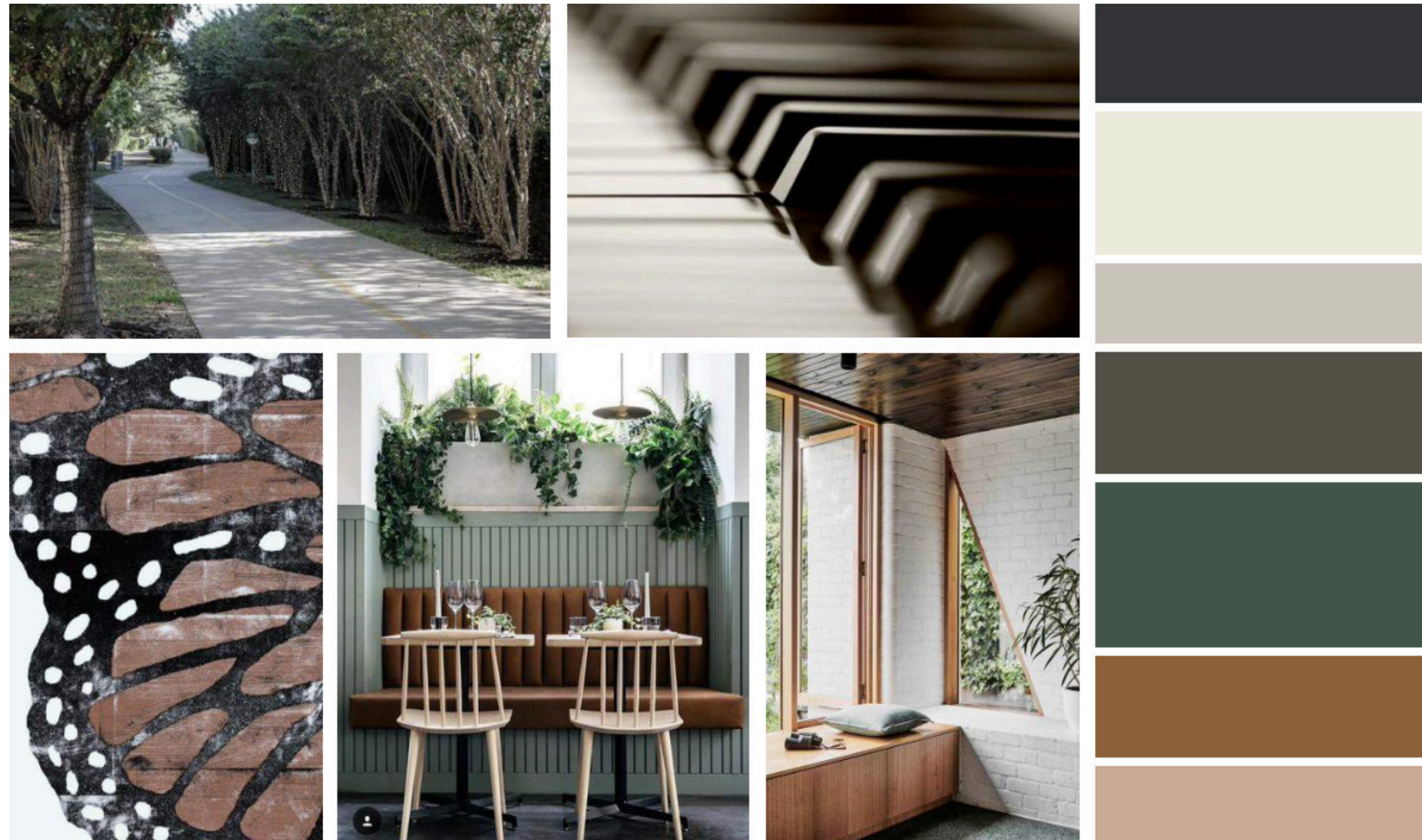
- Creating a sense of place for the residents of the building that felt authentic and fit within the carefully curated interiors of the new build
- Telling a story of the neighborhood and the greater Dallas community
- Enhancing the interiors of purposeful public areas
- Working directly with the project lead and decision-making lead to swift development and approvals



OUR PROCESS

Uncovering The Narrative

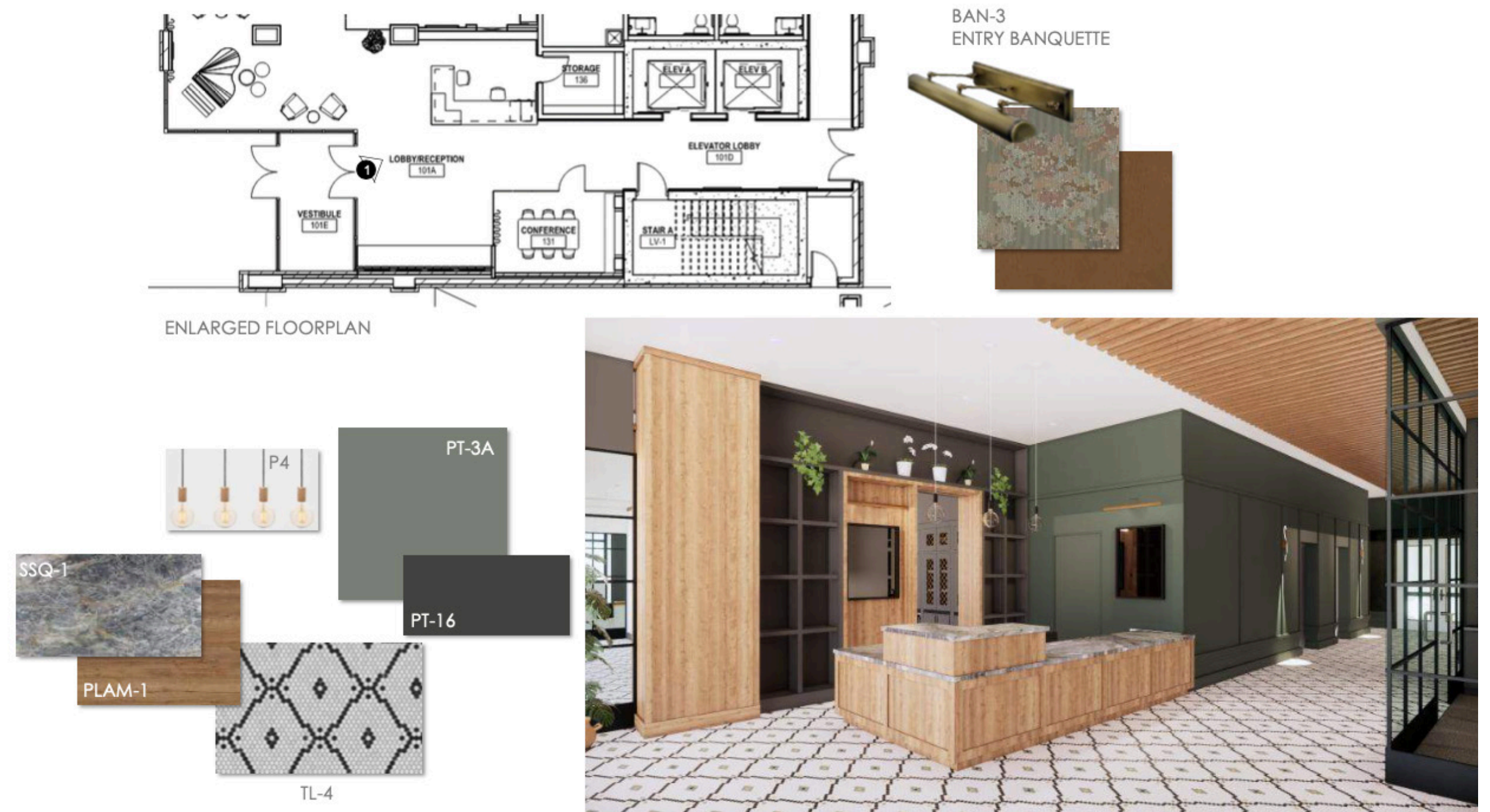
When we were approached with this project, we knew that a general design direction was developed for the property, but when it came to the art, we were given carte blanche to create an art narrative that could make the multifamily development distinctly unique. This was an opportunity to not only craft a story about the property and its surrounding community, but to also represent the significant history of Dallas while also incorporating international influences and nods to previous eras that would give the property a unique personality and romantic charm.



Example artwork references and other interior details provided that anchored our discovery and narrative exploration with the client

Co-Creating The Collection

Our Project Discovery meeting with the client was dedicated to exploring our high-level vision for the property's art collection, responding to their interiors and initial ideas shared with us. Taking the feedback we received from this meeting, we began to develop our key areas and individual placements that further brought this aligned vision to life. By taking the time to explore the nuances of our vision at the beginning of the project, we were able to narrow in on the specific artwork selections more quickly using this shared creative understanding.



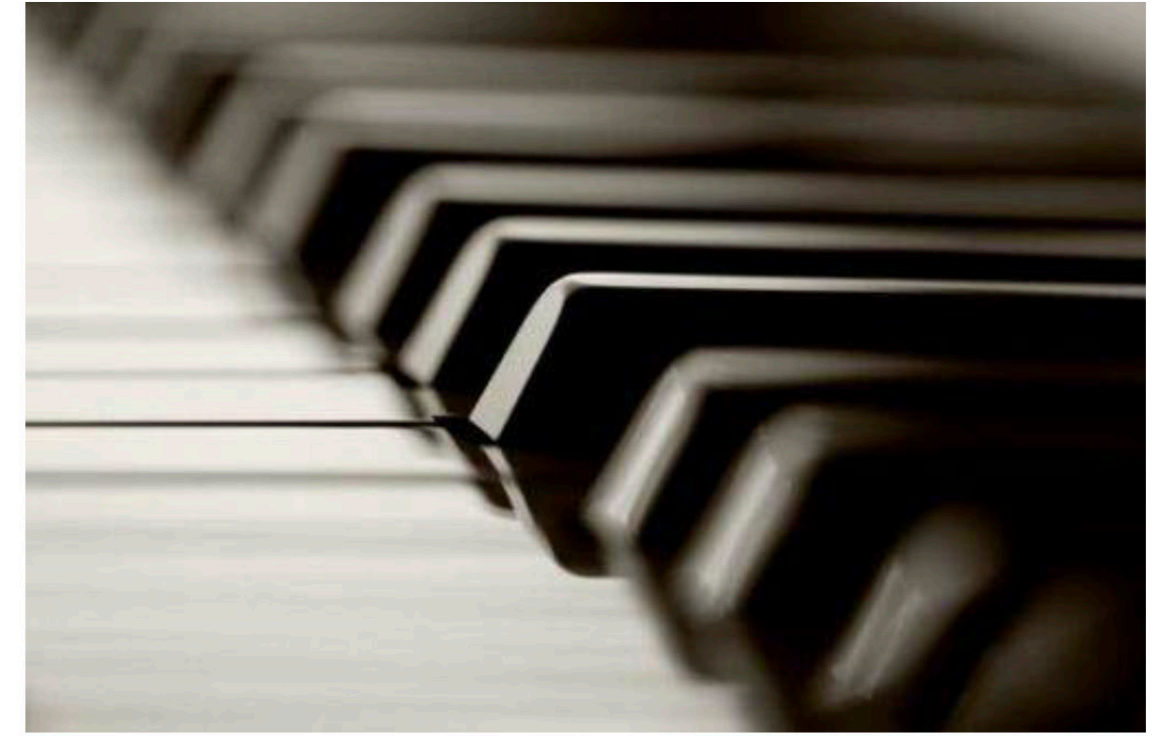
THE ART NARRATIVE

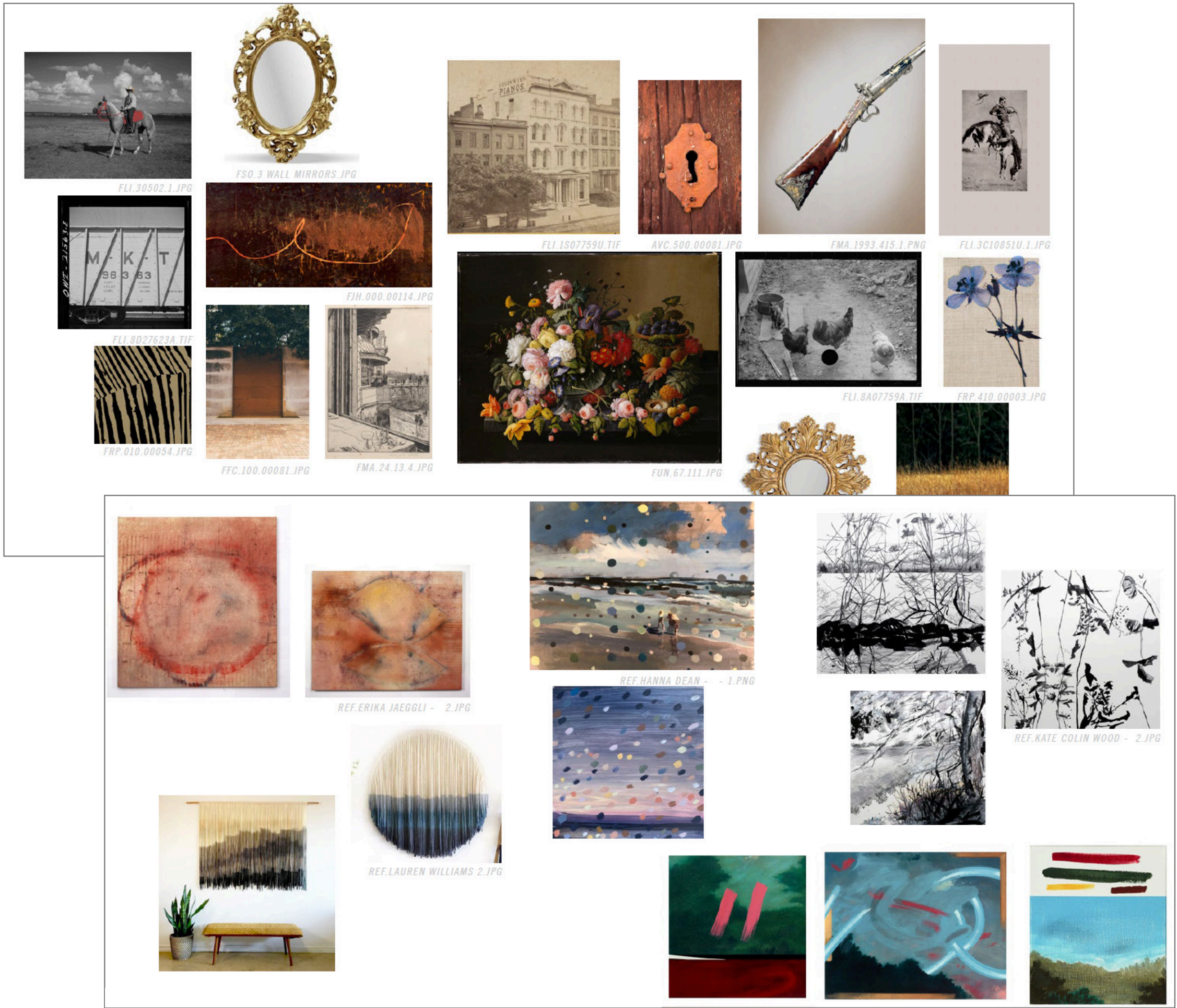
AN ECLECTIC HISTORY

Drawing off the rich history of the locale, the following art collection presents an eclectic mix of contemporary and timeless artwork, inspired by the aesthetics of an old piano shop in the middle of Dallas, a French flea market, and classic Victorian ambience.

Gallery hangs with mixed ornate framing and elevated articles like archival drawings, player piano scrolls, ornate mirrors and quirky animal portraits are seamlessly blended to visually compose a first-class union between the old and the new. Pressed foliage are modern touches that remark on the natural environment.

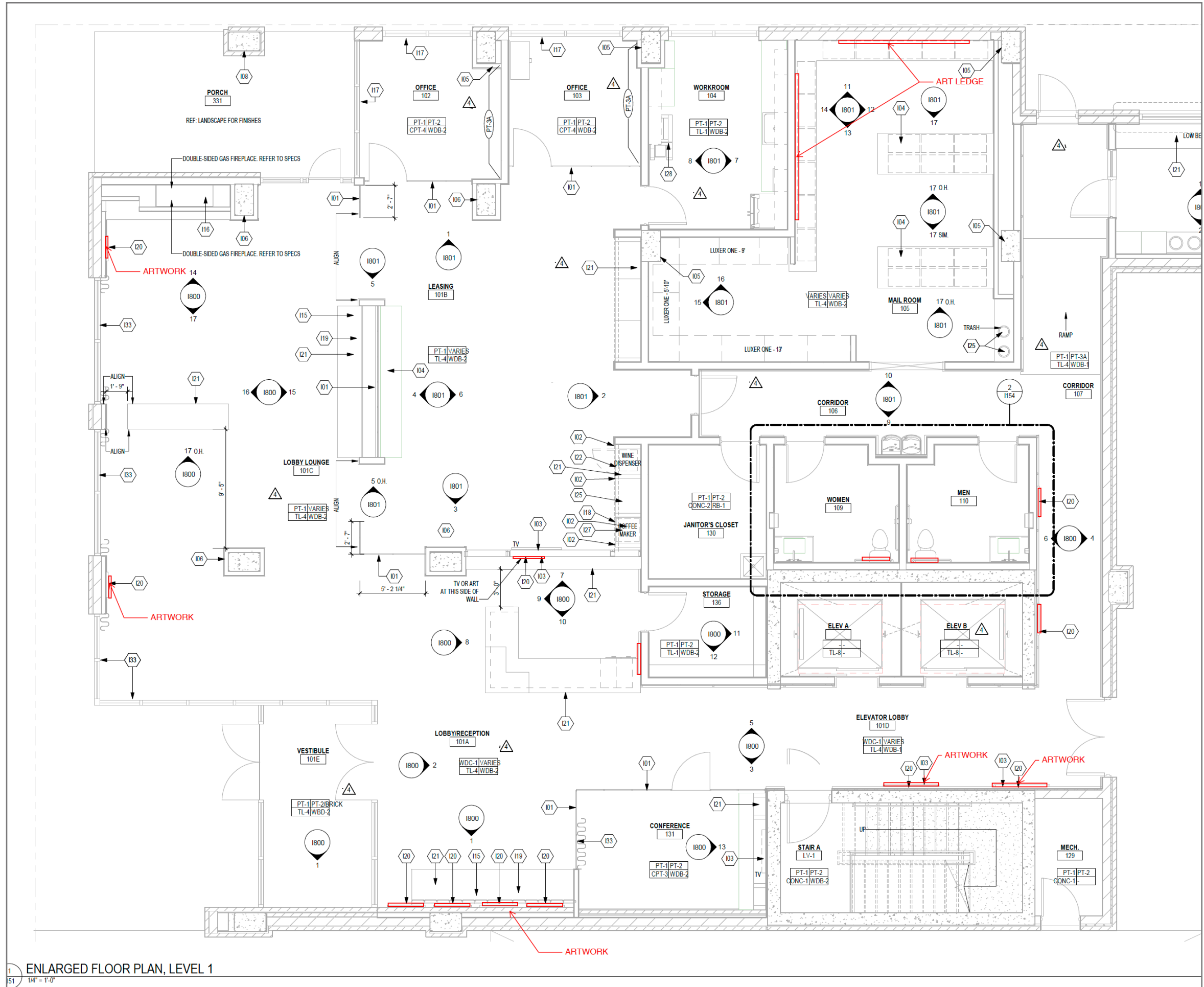
Together, the composition of artworks draws inspiration from the unrivalled locality while establishing an appreciation of the historic and the contemporary.





CREATIVE EXPLORATION

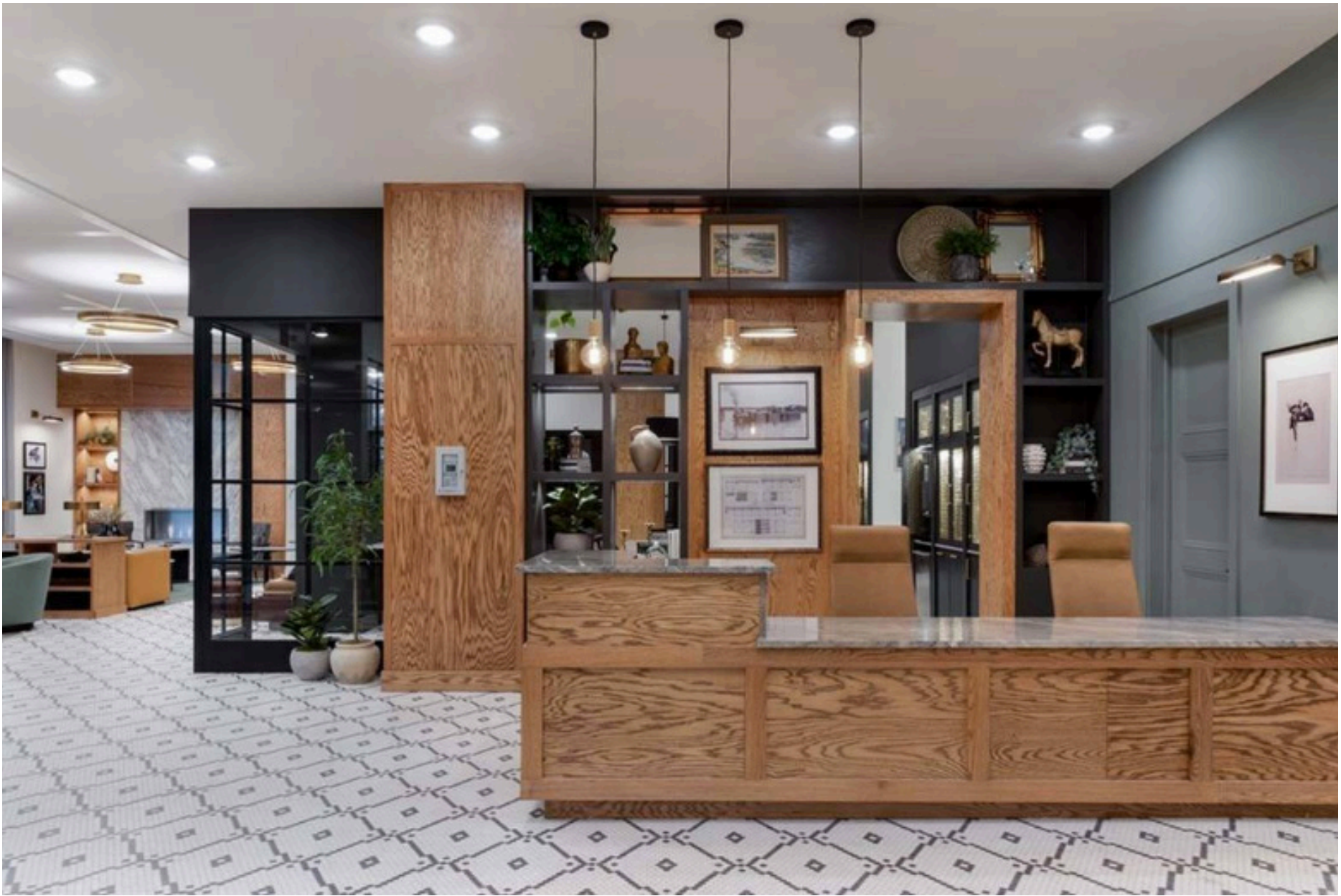
Our initial concept package expanded on a number of different themes that all fit under the larger art narrative, identifying different historical storytelling points of reference, local influences and Dallas-based artists, mediums, and product types. We also shared a number of different framing options and hanging styles that would fit within these collection options.



ART PLACEMENTS

Key areas for artwork placements were pre-determined, to which our team followed and kept in mind while developing the art collection. This ensured that the context of the residents' experience within each environment could be incorporated into the storytelling behind the art.

LOBBY AREA







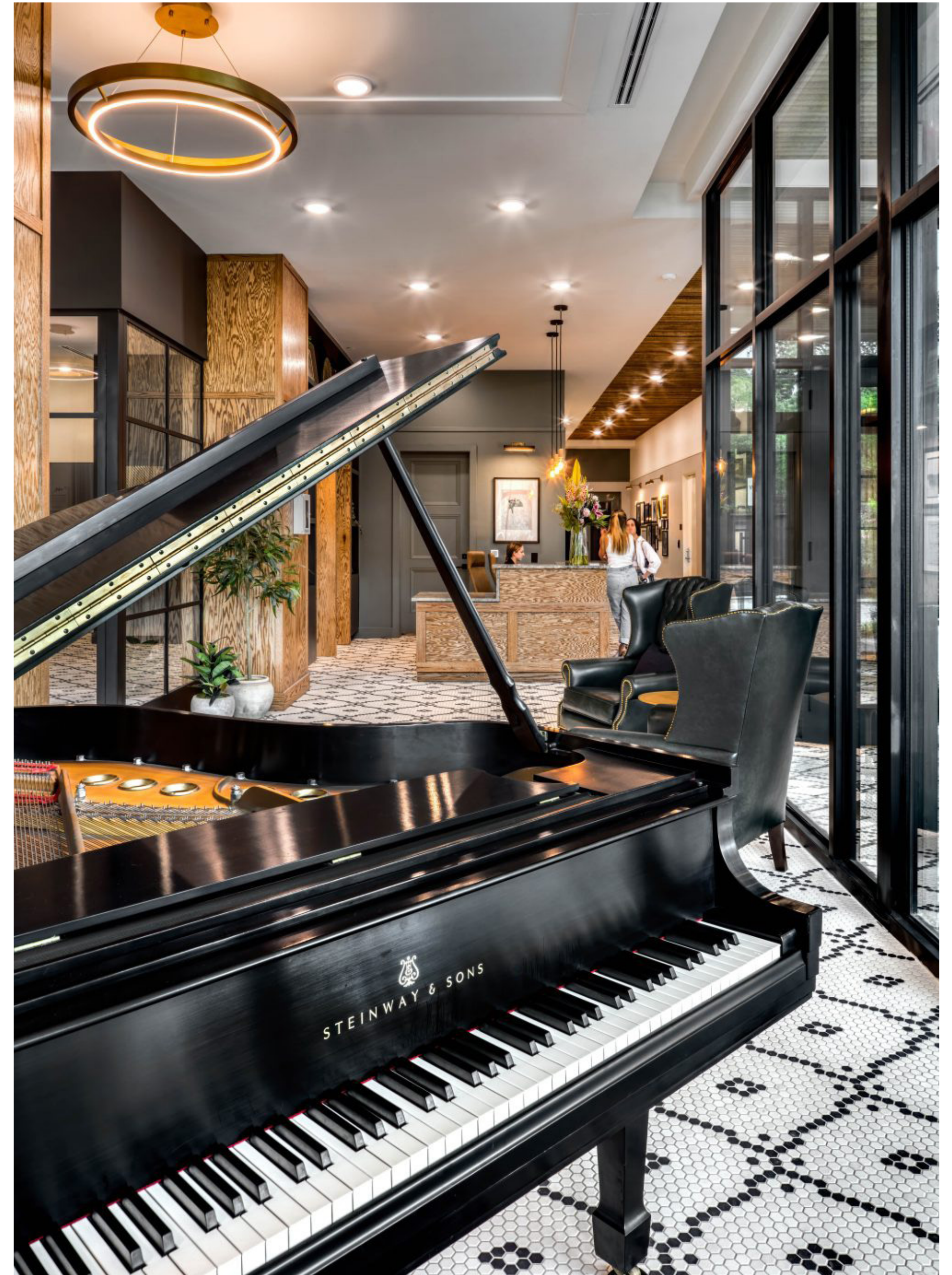
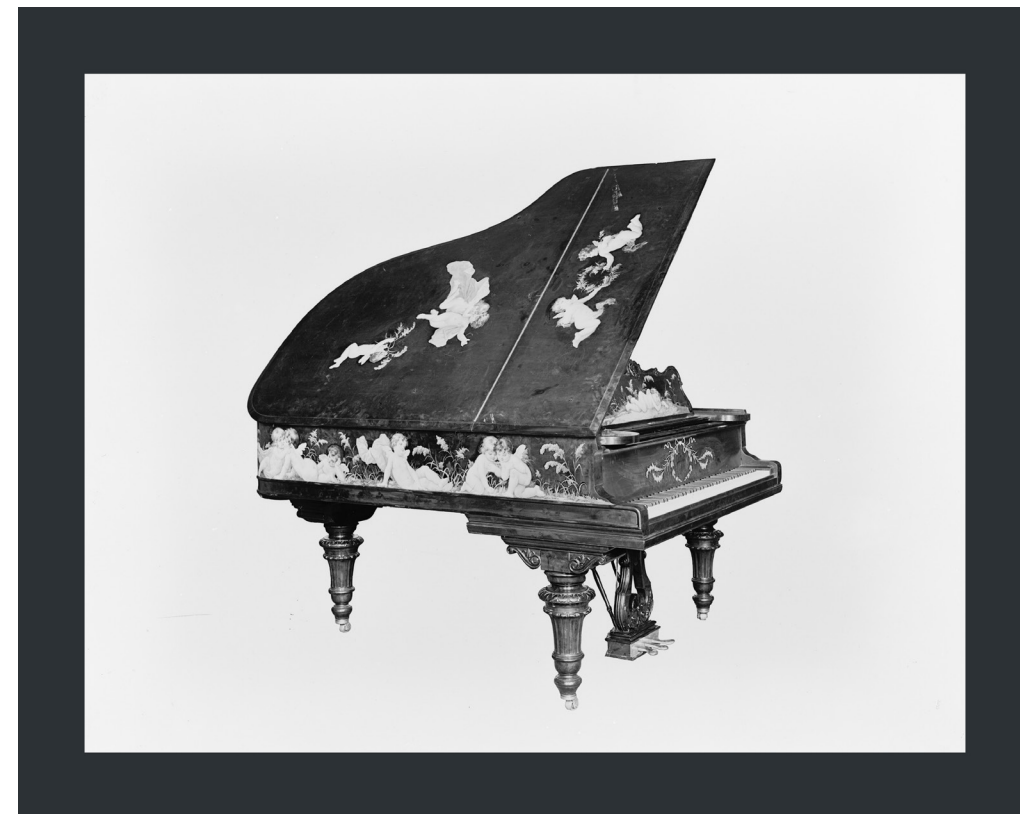
CLUB ROOM

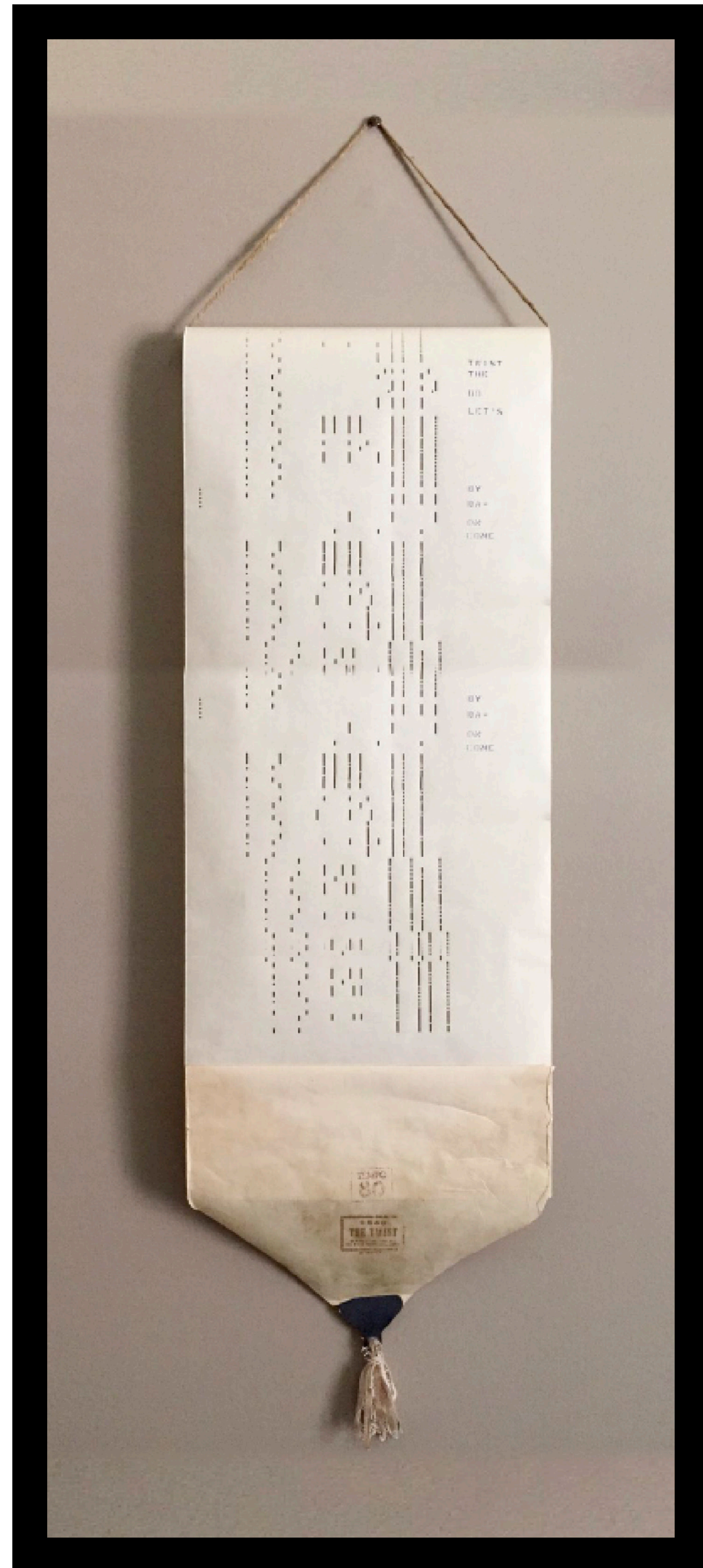




ART NARRATIVE EXAMPLE

STEINWAY PIANOS





Concept package reference image



ART NARRATIVE EXAMPLE

STEINWAY PIANOS

An important landmark within the surrounding community of Modera Katy Trail is Steinway Hall, a 10,000 square foot space that has been family owned and operated for over 30 years. Pianos became an important aspect of the storytelling within our art narrative, and representation of the instrument's legacy was brought into various areas throughout the property to celebrate this unique community feature.

As an example, we took this opportunity to bring in historical found objects by showcasing a vintage piano scroll that accents the west corner of the lobby lounge, which now rests just behind one of Steinway's classic baby grand pianos.

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GOOD PEOPLE.

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