

Trump Unveils 5 Model Units

February 04, 2011

By Brenda Richardson

Source: *Chicago Tribune*

Trump International Hotel & Tower Chicago, 401 N. Wabash Ave., has unveiled five furnished residential model units designed by Chicago-based interior architecture and design firm Mary Cook & Associates.

The model condos, which currently are not for sale, range from a 580-square-foot studio to a 2,742-square-foot, two-bedroom residence. Buyers can purchase unfurnished units based on the five floor plans; prices range from \$463,000 to \$1.68 million.

The units were designed to reflect the diverse needs and aesthetics of potential buyers, said Mary Cook, president of the design firm, which has completed residential and commercial projects in 28 states.

"We had a very clear picture of who our demographic was," said Cook. "We have young singles, empty nesters, retirees, professionals, nonprofessionals, people where it's their primary residence and people where it's their fifth home."

Cook's team studied the five layouts and came up with profiles for each floor plan. For example, the G unit demonstrates function and livability in a large one-bedroom with master suite, including library and high-tech office.

According to the unit's design inspiration sheet, "Our late-40s executive traveler enjoys a classic modern style in his city residence. Great modern art is combined with natural textures, clean lines, leather and accents of polished chrome."

The floor plans are unconventionally shaped, with some featuring 45-degree angles and curved walls of windows to maximize views of the Chicago River, Lake Michigan and the city skyline. In the past, Cook said it had been a challenge for prospective buyers to walk into an empty condo and visualize how they would use the space and how their own furnishings would be placed throughout.

"We listened, and we came up with a profile for each unit," said Cook. "It's amazing to see what happens when you put this all together — a very powerful harmony in a space that lifts one's emotions."

The 92-story building comprises 486 residences and 339 hotel guest rooms. Amenities for condo owners include access to Rebar, a sushi and cocktail lounge; The Terrace at Trump; riverfront access; room service from Sixteen restaurant; and free monthly membership to the health club at The Spa at Trump.

Located on floors 29 through 89, residential condos include studios, one- to three-bedroom plans, and four-bedroom penthouses and range from 580 to 14,000 square feet.

For more information, call 312-644-0900.