



GNR DESIGNS JOURNAL

Do It Yourself Case Study #3: Turning an Old Building into a Masterpiece

Our clients' home is their sanctuary, and it is as unique as they are. At GNR Designs, Ltd. our objective is to ALWAYS provide uniqueness, function, support of the architecture, and a reflection of the client's personality, thus creating a warm ambiance that combines all of the above and capture the essence of the space based on the essence of who our clients are.

The project:

Turning a traditional New York old-school Bushwick brownstone into a contemporary masterpiece. Bushwick is a vibrant melting pot of rich cultures, with a very lively personality, and this project celebrates the neighborhood's artistic tradition for every age group. This three-apartment condominium building has a communal basement along with multiple shared outdoor spaces.

Our client requested that we create a unique design for the building with the following parameters:

- 1) Give it character and distinction;
- 2) Set it apart from other ordinary buildings;
- 3) Provide the necessary function;
- 4) Accommodate a busy urban lifestyle.

The Challenges:

The old and narrow single-family brownstone needed to be converted to three condos with a communal multifunctional basement requiring storage, space for heating equipment, and space for recreation. The limited square footage of the living space and narrow layout presented tremendous challenges for selecting and setting up appropriate furniture.



The Building's Beautiful Facade



The Small Living/Bed Room - BEFORE



The Basement - BEFORE

Our Solution:

We drew our inspiration from Bushwick's famous graffiti art as well as the iconic New York City skyline, which my talented team and I used to create a "wow-factor".

The basement – a masterpiece of function and beauty. We managed to create space for exercise AND storage area. The pièce de résistance? A stunning graffiti art on the wall by a local artist.

The apartment – A contemporary tribute to Bushwick's diversity. Carrying the graffiti motif throughout the apartment, we designed a wall in the living room as a strategic focal point, with a vibrant graffiti of the New York skyline, modeled after the view from the terrace. For each apartment's outdoor space, we created a dining corner, complemented with colorful plants and flowers, and a cozy fire pit. For the small bedrooms, we used multifunctional furniture, so a room could be converted into an office or a nursery if needed. We felt that trendy grays would not have done justice to the character of the neighborhood; therefore, to accentuate the vibrancy of the living space, we selected bright colors for furnishings and accessories. As a final touch to create a homey feel, we set the table, ready for family and friends to enjoy a meal.

Our design for this building provided the perfect balance between classic city living and modern inspirations and amenities.

Pricing

- Design Concept
- Implementation
- Furnishings
- Materials & Sports Equipment
- Accessories
- Art Works
- Plants & Flowers
- Delivery
- Installation

Full Service Total:
\$26,000



The Main Living Room/Dining Room/Kitchen - AFTER



The Small Living/Bed Room - AFTER



Graffiti Art Adorn the Wall of the Exercise Room in the Basement

We still offer SAFE-DISTANCE in-person services; however, if you prefer using our new Do-It-Yourself service, you may complete a short questionnaire by [clicking anywhere on this email](#). This will allow us to give you an idea of what it will cost you to create the design of your dreams from a safe distance:

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