

## GROHE Case Study

### **GROHE Enhances Chicago's Gold Coast with Cutting Edge Style and Luxury Design**

Chicago's Gold Coast neighborhood is renowned for its luxurious living environment. Bordering Lake Michigan, this exclusive urban oasis is just minutes away from the shopping centers of the "Magnificent Mile" and the sands of Oak Street Beach.

One of the latest additions to the Gold Coast, The Sinclair 390-unit luxury apartment tower, promises to further enhance the area's reputation. This 35-story building offers a host of deluxe amenities, including 24-hour concierge service, an art fitness club with yoga studio, cinema, party rooms, resident lounge and a game area. Outside, residents can enjoy a pool and spa, grilling areas and access to an 850-foot dog run. Inside the spacious rooms, residents enjoy large windows overlooking the Windy City and Lake Michigan, state-of-the-art kitchens featuring innovative faucets, stainless steel appliances and premium white cabinets, picturesque private balconies, and luxurious, spa-like bathrooms featuring upscale fixtures, among other comforts.

When real estate developer Fifield began building this property in 2015, finding the appropriate plumbing fixtures to complement such a premier atmosphere was critical. An existing relationship with GROHE streamlined the search for sleekly-styled, water-efficient faucets and fixtures. "For The Sinclair project, Fifield sought fixtures that featured the higher-end, minimalist design style that is congruent with current demand for residential high-rise markets in cities like Chicago," explained Russell Walk, senior national sales manager for LIXIL Americas, the business unit under which GROHE operates in North America.

Ultimately, the [Concetto collection of kitchen and bath faucets](#) was chosen for a large portion of the project. "With its stylish cylindrical design and reliable functionality, Concetto brings an elegance that helps enhance the surrounding living environment," said Walk.




Behind the frameless glass shower doors in The Sinclair bathrooms, the wall-mounted [Concetto tub spout](#) features an automatic diverter for bath and shower, as well as the GROHE StarLight chrome finish that is resistant to dirt and scratches, simplifying maintenance and maximizing longevity. Above it, the [New Tempesta Cosmopolitan 100 shower head](#) offers the user four relaxing sprays: GROHE Rain O<sup>2</sup>, Rain, Massage and Jet. The shower head also includes GROHE DreamSpray for a precise and consistent spray pattern and the GROHE brand-exclusive SpeedClean anti-lime system.

Complementing the shower and tub, [Concetto bathroom faucets](#) captivate users with their smooth, cylindrical design lines. They also reduce water consumption with GROHE EcoJoy technology, which caps usage at 1.2 gpm without jeopardizing the feeling of generous water flow.

The residential kitchens at The Sinclair, which instill a feeling of airiness with their wall-to-ceiling windows, feature the [Concetto single-handle faucet](#) resting on sleek quartz countertops. This high-arch faucet includes GROHE SilkMove technology for smooth operation and precise handle movement, as well as an adjustable flow rate limiter for water savings. The recreational common areas feature the [K7 semi-pro faucet by GROHE](#), which showcases minimalist, high-end design combined with a spray head that can be pulled out, turned and swiveled 360 degrees and operated with one hand.

When incorporated into the luxurious environment, the GROHE bathroom and kitchen faucets reinforce the feeling of opulence, while helping the developer achieve LEED points for the project with their water efficient operation.

It is premium quality apartment complexes like The Sinclair with its high-style products and amenities, that ensure Chicago's Gold Coast lives up to its name long into the future.

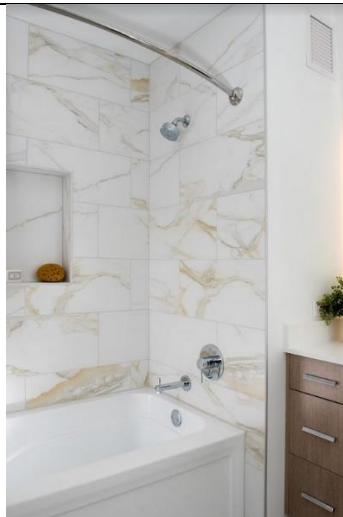
	<p>The Sinclair, a 390-unit apartment complex in Chicago's upscale Gold Coast neighborhood is near the downtown area and offers a host of deluxe amenities, including a cinema and access to an 850-foot dog run.</p>
	<p>The K7 semi-pro kitchen faucet by GROHE delivers optimum functionality combined with lasting beauty in the recreational common area kitchens at The Sinclair in Chicago.</p>
	<p>Chicago's Sinclair apartment complex features sleek, modern living spaces and kitchens, which also includes access to a private balcony overlooking the metropolitan panorama.</p>






In The Sinclair kitchen setting, the high-arc Concetto single-handle faucet offers smooth operation and precise handle movement through GROHE SilkMove technology.



The water efficient Concetto bathroom faucet shown in this double-sink Sinclair bathroom incorporates GROHE EcoJoy technology, which limits water consumption to 1.2 gpm while maintaining the feeling of optimal flow.



An elegant shower is shown here at The Sinclair in Chicago. The New Tempesta Cosmopolitan 100 shower head incorporates GROHE DreamSpray technology for the ultimate in balanced water spray patterns.

	<p>A luxurious bathroom at The Sinclair showing the Concetto tub spout, which features a dirt-resistant GROHE StarLight chrome finish.</p>
	<p>This contemporary styled bedroom in one of The Sinclair's residences offers large windows with views of Chicago upon rising in the morning.</p>
	<p>The Sinclair apartment complex in Chicago offers numerous recreational opportunities for its residents. Shown here is a lounge and gaming area.</p>

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