

# *Jim Weinberg's* Liveable Lifestyles

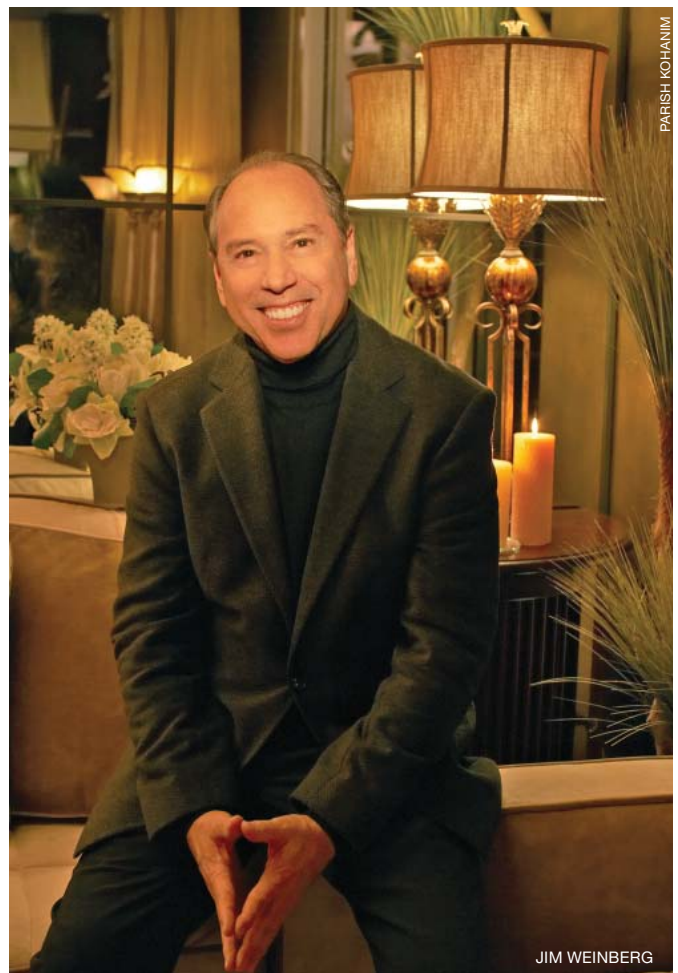
**J**im Weinberg is American design aristocracy. Grand-son of Edith Irma Siegel, fellow and founder of ASID (and the Kennedy White House designer selected by Jacquelyn Kennedy), Jim has grown up around beautiful spaces and places. No wonder he is regarded as one of the most prolific and visionary designers in the world today.

After years of planning, he has launched his Atlanta-based business to serve the amazing explosion of luxurious high-rise residential homes by providing the developers and sales teams with a unique concept in this exciting new residential market. Liveable Lifestyles™ presents each high-rise home completely designed, exquisitely furnished and beautifully appointed to the point where the home buyer can immediately “move in with just their clothes, the dog (optional) and a toothbrush,” says Weinberg.

This concept is as revolutionary as Atlanta’s abundance of sky-high homes, which for many buyers serve as a second “in-town” home. And the value of the Liveable Lifestyles™ designed homes is significantly greater than if the buyer hired their own designer and took the time and effort to do it themselves. “There is a great value to this product because so many factors of the traditional moving and decorating process are eliminated. It is a turn-key operation, and truly in the literal sense – you turn the key to your new residence and you are home,” the designer explains.

Weinberg, along with those who have had the pleasure of viewing the residences, foresees the concept being implemented into the scores of high-rises throughout the city in the very near future. Horizon at Wildwood, a sophisticated Wood Partners building that lies just outside the perimeter, is the first high-rise to showcase the designs, and since its inception, traffic and sales have increased exponentially. One of Weinberg’s core focuses is space planning, and in this particular building he couldn’t be more pleased with the interiors that architect Bob Preston of The Preston Partnership has left for him to design.

“High-rise living can be both a change and a challenge to some people,” says the designer. “My goal is to create spaces that are comfortable, convenient and fit the homeowner’s lifestyle perfectly.”



Weinberg’s studio, aptly named Jim Weinberg Lifestyles, in Atlanta’s design district creates an amazing array of the designer quality elements that go into each unique residence, but without the layers of wholesale-to-retail mark-ups. There’s nothing typical or mundane about the furnishings and decorative art in Weinberg’s designs. This is all about gorgeous high-end merchandise and the same design is never repeated twice. Weinberg is equally proficient in a broad spectrum of



"THE TRADITIONALIST," HORIZON AT WILDWOOD

"THE ENTERTAINER," HORIZON AT WILDWOOD



traditional and contemporary design themes, with an eye for the key elements of color, texture and scale.

The inevitable result is the audible gasp from potential buyers when they walk into one of Weinberg's breathtaking spaces and see exactly what they want.

"Instant gratification is not for everyone," the designer says. "But if you think it might be for you, you need to see our high-rise city homes."



"INTERNATIONAL ELEGANCE," THE PENTHOUSE AT HORIZON AT WILDWOOD