RESIDENTIAL DEVELOPMENTS ARE LEVERAGING DESIGN TO DIFFERENTIATE THEIR PROPERTIES. DEVELOPERS ARE LOOKING FOR WAYS TO APPEAL AND RECRUIT POTENTIAL RENTERS IN THEIR AREA.

Inspire

Rich, deep colors and textures evoke elegance in one of Boston’s newest residential developments, One Greenway. One Greenway is located near the gateway to Boston’s historic Chinatown district, as well as South Station, which is Boston’s transportation hub.

Many of its target residents are working professionals who are looking to live near different modes of transportation, restaurants and other amenities that the city has to offer.

Dark, Moody and Elegant

Create

Patcraft custom broadloom creates a visual anchor for eye-catching design elements and luxurious materials throughout this stunning, 312-unit building near Boston’s famed Emerald Necklace of parks.

“We tried to pick color ways and materials that you are not seeing elsewhere in this market: Darker, richer shades and jewel tones,” says interior designer, Michelle Kim of Stantec Architecture.

Custom Patcraft broadloom provided that distinct look she wanted. There are two colorways: deep eggplant and dark graphite. The final design subtly reveals abstracted flower-and-leaf patterns one finds in traditional damasks, but with a contemporary edge.

Rich Textures and Comfort

Transform

One Greenway design used color and texture to create an elegant space that embodies the spirit and culture of the residents.

Transform Living with Patcraft