



INSPIRED
LUXURY HOMES

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FOR IMMEDIATE RELEASE

Chicago North Shore Show Home Goes Digital

Wilmette, Illinois – April. 30, 2023 – *The Art of Living Concept Home* – A new construction, luxury single family home in a coveted Chicago North Shore neighborhood has gone digital, offering a new way for design leaders and enthusiasts to experience innovative residential construction, design and decoration. Conceived and designed by award-winning entrepreneur and designer, Emily Mackie, the 4900SF+ residence represents a new era in custom home building.

Located at 1760 Washington Avenue, the home originated as a designer show home, to benefit charity. Village Trustees voted down the idea, and denied Mackie the temporary use permit required for such events. [Read the coverage by The Chicago Tribune here.](#)

Undaunted, Mackie pivoted to an all-digital strategy, making this the first ever female-developed digital concept home. It has since gained significant interest and traction across various social media and press outlets - and continues to garner attention among Chicago influencers and the A&D community at large.

"We were disappointed when our permit was denied, but we certainly did not abandon our goals," says Mackie. "We decided to take the show home digital, offering a new way for people to experience the latest in home design and decor."

The robust digital marketing strategy includes video tours, interviews, live streams of talks with leading experts, and an array of social media posts, stories and reels across several platforms. Followers will learn more about these products, the professionals behind the design, and have the opportunity to "shop the home" for the exact or similar offerings. Visitors to the company's [Instagram account](#) will experience these ideas firsthand, and get inspiration for their own projects.

The entire home is designed to be attainable, functional and gorgeous. It is packed with interactive technology (voice-activated faucets and showers, smart appliances that order their own supplies, apps to order coffee from bed / turn on the fireplace / close your custom shades, and so much more). Luxe finishes, furnishings and decor - executed by Mackie's award-winning design firm, [Inspired Interiors](#) - create the perfect backdrop for moments of everyday life.

“Building a show home has been a dream of mine for quite some time,” notes Mackie. “With The Art of Living Digital Concept Home, I have combined my 20-plus years of expertise in interior design with my long-time passion and interest in construction. Constructing this home from the ground up proves that women can build top-of-the-line luxury homes. I hope this project can inspire others and acts as a stepping stone for all, especially women.”

Vendor Partners: Backyard BBQ Store, Becker Works Ltd, Bosch and Thermador, Brown Jordan Outdoor Kitchens, Cambria, Caracole, Davis Audio & Video, dmf Lighting, Eastern Accents, Elkay, Emtek, Fabricut, Floor & Decor, Gemini Builds It, Hoiland Studios, Inspired Closets Chicago, Krugg USA, Loeber Motors / Porsche, Moen, neat METHOD, nightlight, Northshore Fireplace, Oscar Isberian Rugs, Scavolini, Schmitz Door Service, Skyline Window Coverings, Studio41 Home Design Showroom, TOP Cabinetry, UNILOCK, Victoria + Albert / House of Rohl, Virginia Tile, Visual Comfort & Co., Williams Ski & Patio, Workshope Chicago and YORK Wallcoverings. Sherwin Williams is the exclusive paint and coatings sponsor of the home. Media Partners are Modern Luxury NS and Modern Luxury Interiors Chicago.

Learn more about Inspired Luxury Homes' The Art of Living Show Home here:

<https://inspiredluxuryhomes.com/show-home/>.

About Emily Mackie

FOUNDER/DESIGNER/EMERGING DEVELOPER

With a distinctive, diverse and award-winning interior design background, the Founder of *The Art of Living Show Home* and Lead Designer Emily Mackie inherently understands how homes help shape their owners' lives.

A Chicago transplant from Texas, Emily Mackie grew up with an appreciation for beautiful things and enlivened environments. Driven by a deep desire to create special surroundings, Emily attended the Illinois Institute of Art, where she graduated with a B.F.A. in Interior Design. In 2003, she founded her own luxury design firm, Inspired Interiors, which, over the course of 18 years and more than 600 clients, has earned its rightful reputation for creating spaces that embolden its clients to celebrate their authentic selves and enjoy life in new, empowering ways.

Emily is motivated by fellow women-owned businesses and the power of giving back to her community and passionately believes in the capacity of design to enhance life's most meaningful moments.

About Inspired Luxury Homes

Inspired Luxury Homes is a female-owned, full-service property development firm. The company's services combine architecture, design, development, and virtual animation of spaces.

Harnessing the power of virtual reality technology, Inspired Luxury Homes starts with a vision, works with a purpose, and builds and designs homes where lives are lived and memories are made. To learn more, visit <https://inspiredluxuryhomes.com/>.