



DREAM TEAM
Bee Fagan
O'Keefe (right)
and David
Krell pose in
a downtown
Chicago loft
with some of
their LookCast
users' offerings.

TECH TALK

FIRST LOOK!

The multitalented Boo Fagan O'Keefe—web, graphic, industrial design and more—just launched **LookCast** (lookcast.com), a web-based application for independent designers to market their merchandise with the touch of a few buttons. “Visual artists can publish digital lookbooks and share them privately or across social media outlets, then track the response,” explains Fagan O'Keefe. “So they can grow their business by better managing their brand, acquire new relationships and—ultimately—increase their sales.” In short? “It’s a sales and marketing tool, that’s the heart of LookCast,” says co-founder David Krell, formerly of Shared Practice. Essentially, the

site helps up-and-coming artists of all sorts get more exposure with less time away from the bandsaw, the studio or the sewing machine. So what planted the seed? “The inspiration was the furniture [Fagan O'Keefe’s husband is local designer T.J. O'Keefe] and fashion markets, but it helps anyone exchange visual information in a more beautiful, streamlined way,” she says. For instance, an interior designer can use it to specify pieces for a project: First, compile a collection of images from online sources; stylize and label the page according to your own brand; then send an email invite to as wide or narrow an audience as you desire to view the online proposal. Sound like a dream? Luckily, it’s now a reality.

TOP 5

Go With the Pro: Kitchen & Bath

Merchandise Mart VP Kate Flaherty gives us her take on the Top 5 most newsworthy happenings in K&B at LuxeHome—the first floor Mart destination that is a one-stop-shop for the finest in kitchen, bath, tile, lighting, cabinetry, appliances, countertops and more!

1

GE Monogram, Suite 124

“This new showroom has four kitchens, with two of them live and staffed by a professional chef. The space will also play host to cooking demonstrations, cooking classes and seminars.”

2

Graff, Suite 163

“The 80-year-old company has a new suite number, and a new line of products called Sento (‘I feel’ in Italian) that have a minimal, yet sensual, shape.”

3

The Shade Store, Suite 105

“For the first time ever, custom window treatments are available at LuxeHome! The new boutique showcases hundreds of fabrics, styles and finishes.”

4

Sub-Zero Wolf, Suite 134

“The showroom is adding 1,300 square feet this fall for a fully equipped kitchen, island, fireplace lounge, beverage area, dining space, breakfast bar, wine grotto and more!”

5

Waterworks, Suite 136

“The luxury kitchen and bath company just unveiled a newly renovated showroom, offering clients an assortment of new products and surface displays such as Aqualinea stone and glass mosaic, and a large-format Keystone Arabescato display—a must-see.”

