



CASE STUDY

MULTI-FAMILY HOUSING

PLACEMAKING FOR
STONELEIGH COMPANIES

Wallcoverings at Waterford Bluffs in Cleveland
feature artworks by Allen Chamberland.

ARTLIFTING.COM 

Custom commissions and art prints connect residents at Waterford Properties to local landmarks.

OVERVIEW

Based in Chicago, Stoneleigh Companies is a private real estate investment company focused on acquisition and development of multifamily properties, with a track record of over 40,000 multifamily units in 35 cities and 18 states over the last 35 years.

ArtLifting partnered with Stoneleigh Companies to outfit two Waterford Residential luxury apartment complexes with a mix of original artworks, custom commissions, wallcoverings and prints, curated to connect residents to their new home.

PLACEMAKING WITH ART

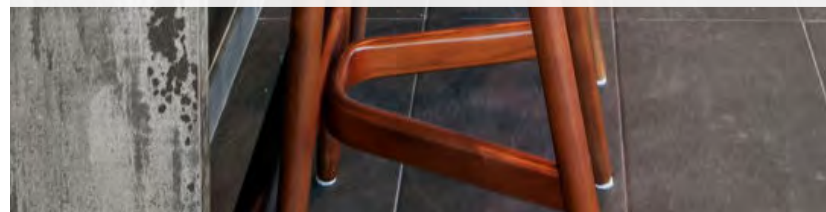
Developers can create cultural connections in any environment with thoughtful art while maintaining a luxurious branded modern aesthetic.

Stoneleigh Companies integrated their brand values with local landmarks by partnering with ArtLifting artists. The resulting installations draw a clear line between the housing developments, iconic local architecture, and midwestern regional histories.



“Our hearts and our residents have been ArtLifted.”

➤ Rick Cavanaugh, President
Stoneleigh Companies, LLC



Cleveland by Michaels Lyric, acrylic print at Waterford Bluffs

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WATERFORD
RESIDENTIAL

S STONELEIGH
COMPANIES LLC

WATERFORD BAY

380 Randolph Ave., St. Paul, MN

Built in 2021, the property is located on the shores of the Mississippi River and offers 243 Class A luxury apartments.

FEATURES

18 ArtLifting artists featured

- 4 Original Artworks
- 16 Art Prints
- 272 sq. feet of Wallcoverings
- 4 Custom Commissions

“The quality of stories and artists represented by ArtLifting provided Waterford Bay with some great art and allowed us to recognize and give back to this unique and wonderful set of artists.”

➤ Rachel Cahanin,
Director of Marketing,
Stoneleigh Companies, LLC



High Bridge by Allen Chamberland



Commissioned 2-D papercut artworks by Allen Chamberland were transformed into environmental graphics for the Waterford Bay lobby.

WATERFORD BAY

380 Randolph Ave., St. Paul, MN

SITE-SPECIFIC COMMISSIONS

The Cathedral of St. Paul and High Street Bridge are well-known architectural feats in the Twin Cities. Stoneleigh Companies decided to bring the landmarks to residents with a modern edge. ArtLifting artist **Allen Chamberland's** black and white paper cut artwork provided the perfect silhouettes of the city. The eye-catching results anchor the property and its residents within the city of St. Paul while complementing the modern space.

Michaels Lyric used his unique voice-activated drawing process to create a digital image of St. Paul (bottom right). The metal art print of the digital work provides a full view of the city and also features the dome of the Cathedral of St. Paul.



An untitled commissioned artwork by **Jacob Brown** (above) celebrates the property's proximity to water. The work nods to topographical maps of the region and Mississippi River waterways while adding rich textures and natural colors.

“The technical challenge was to capture the historic and the modern architecture, together, in one shot. One of the features of St. Paul is an abundance of forested parks, and so I thought that one of the best times to capture the city would be during the autumn colors.”



➤ **Michaels Lyric,**
ArtLifting Artist

WATERFORD BLUFFS

2020 Lorain Ave., Cleveland, OH

Built in 2022, the property is located a short walk from the Cuyahoga River and offers 241 Class A luxury apartments.

DESIGNED FOR IMPACT

Unique placements require innovative solutions. The visitor entrance to the building needed durable but luxurious art celebrating Cleveland landmarks to welcome future residents to their new home.

Artist **Allen Chamberland** was commissioned to create paper cut works of the Cleveland Trust Building and Rock and Roll Hall of Fame, iconic destinations located downtown. Allen and the ArtLifting team transformed his art into laser cut metal panels. The silhouettes were mounted on brushed steel to create a dramatic sky effect.

FEATURES

18 ArtLifting artists featured

- 1 Original Artwork
- 21 Art Prints
- 3 Custom Commissions
- 2 Laser Cut Dimensional Artworks

“I am always looking for inspiration, and I’m really excited about how these two pieces look completed. I feel like I’ve really grown as an artist, and working with clients such as Stoneleigh has really helped to push and challenge myself.”



➤ **Allen Chamberland,**
ArtLifting Artist



A walkway filled with landmarks takes residents on an architectural tour of Cleveland.



ARTISTS INCLUDED

Allen Chamberland, Michaels Lyric, Jacob Brown, Shana Stern, Michael Van Huffel, Lucas Farlow, Connie Avery, Issa Ibrahim, Chris Van Loan Sr., Cheryl Kinderknecht, Damiano Austin, Yvette, Bonnie Salser, Noah Erenberg, Marc, Aneliya Kostova, Douglas Pendleton, Clyde R. Horn, Mike Hedrick, Sarah Vaughn, Jude Chase, Susan Spangenberg, Yasmine Iskander, Olivia D’Addario, Andrew Weatherly

PARTNERSHIP IMPACTS

Stoneleigh Properties has supported **25 ArtLifting artists** impacted by housing insecurity and disabilities. Artists have been paid over **\$67,000**.

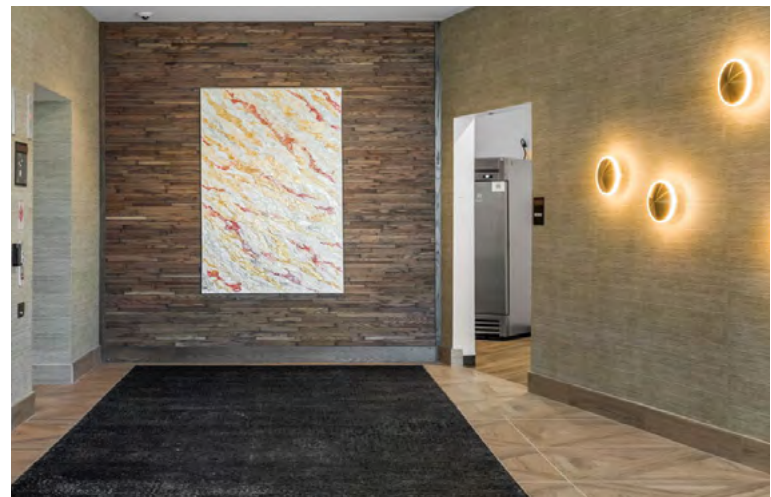
CHAMPIONS

Rick Cavanaugh, President, Stoneleigh Companies, LLC
Rachel Cahanin, Marketing Director, Stoneleigh Companies, LLC
Laura Czupinski, Regional Sales & Marketing Director, Village Green

“Being able to work with companies like Stoneleigh has allowed me to become financially independent and not have to rely on disability [income].”



➤ **Allen Chamberland**, ArtLifting Artist



LEFT & NEXT PAGE: Wallcoverings at Waterford Bluffs featuring artwork by Allen Chamberland. The installation is visible from the street adding a public benefit.
RIGHT: *Oh I Wept* by Shana Stern hanging in the lobby at Waterford Bluffs. The painting was created only with the artist’s hands.

“ArtLifting is the best way to get quality original artwork anywhere and give back to the artistic community in so many ways. It was affordable, philanthropic and rewarding on all fronts.”

➤ Rick Cavanaugh, President, Stoneleigh Companies

KEY LEARNINGS

- Placing art featuring local destinations in public spaces connects current and potential tenants to their region.
- A mixture of prints, original artworks, custom commissions, and wallcoverings creates multiple points of impact, immersing residents in a story.
- Art can be transformed into durable materials and graphics for outdoor and high traffic placements.

SERVICES AND OFFERINGS

We provide end-to-end art and curation services, from concept to installation, for any environment.

- ART CONSULTING
- RENTAL ROTATIONS
- PRINTS + ORIGINALS
- WALLCOVERINGS
- EMPLOYEE GIFTS + ENGAGEMENT
- PRODUCT ART LICENSING

NEW ➤ HAND-PAINTED MURALS

NEW ➤ 3-D SCULPTURES

NEW ➤ CUSTOM COMMISSIONS

NEW ➤ DIGITAL ART LICENSING

**Let's talk about art.
Connect with an
Art Advisor about your
project or idea.**

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