

upshift

Wave Apartments

Chicago, IL

A bold renovation and brand repositioning of a Lakeview property

OBJECTIVE

Develop a hip, witty brand to match the fresh energy of the renovation and prime lake area location.

SOLUTION

The name "Wave" nods to the lake, allowing playful messaging like "Say hello" and "Midcentury Meet Modern." The brand embraces mid-century modern design with a bold yellow palette, balancing trendy, fresh vibes with retro heritage.



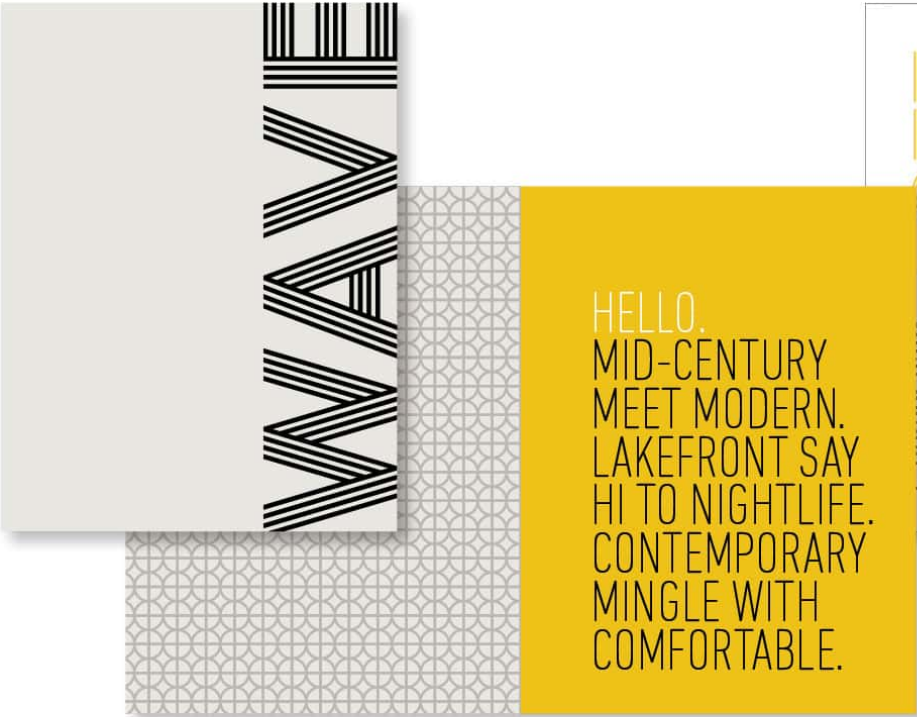
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Wave Apartments
Chicago, IL

Overview

WAVE

LAKEVIEW



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Wave Apartments

Chicago, IL

Logo

WAVE

LAKEVIEW







HELLO.
MID-CENTURY
MEET MODERN.
LAKEFRONT SAY
HI TO NIGHTLIFE.
CONTEMPORARY
MINGLE WITH
COMFORTABLE.

WAVE APARTMENTS
420 W Belmont Ave, Chicago, IL | 773.525.7928 | WaveLakeview.com



FRESH INTERIORS

NEWLY MODERNIZED APARTMENTS NOW LEASING
WAVE Apartments, Lakeview's new stylish apartments—offering studio, convertible, 1 & 2 bedroom apartments—have been revamped to suit your needs. Enjoy amazing views on the rooftop deck or from the indoor pool. Find your balance in the modernized gym & yoga studio. Or simply take in the excellence of your new apartment—featuring luxury finishes—just blocks from the lake and park.

- In-unit Washer & Dryer
- Custom European Style Cabinetry With Soft-Close Drawers
- Quartz Countertops & White Glass Mosaic Tile Backsplash
- Stainless Steel Appliances
- Luxury Matte Finish Wood-Look Plank Flooring
- Solar Fabric Shade Window Treatments
- 30th Floor Rooftop Amentiy Space With Amazing Lake Views, Indoor Pool & Resident Lounge
- Gym & Yoga Studio
- Indoor Parking
- Pet Friendly



NOW LEASING WaveLakeview.com

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Wave Apartments

Chicago, IL

Interior Signage



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Wave Apartments

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Interior Signage



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Wave Apartments

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Exterior Signage

