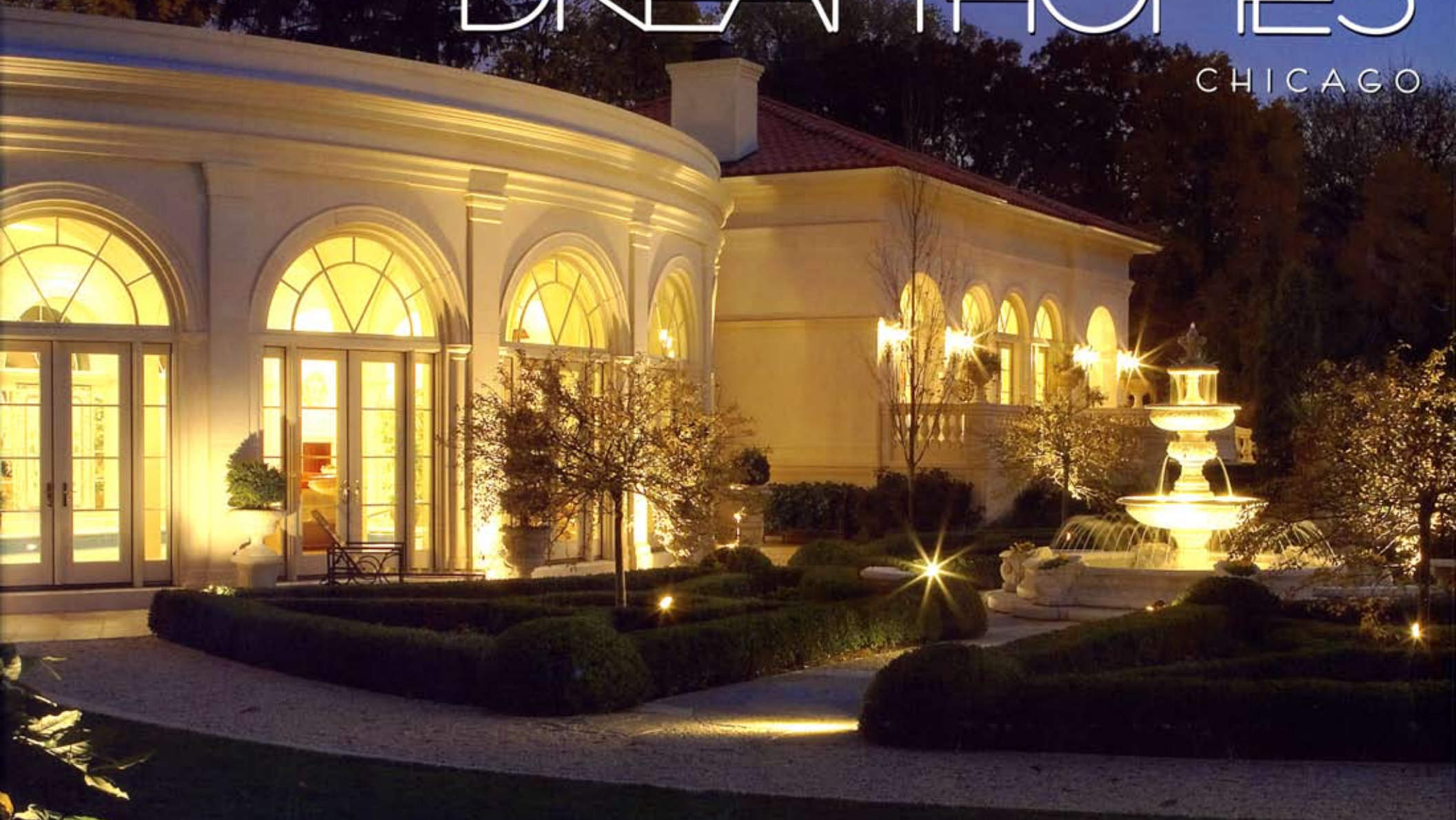


DREAM HOMES

CHICAGO



AN EXCLUSIVE SHOWCASE OF CHICAGO'S FINEST ARCHITECTS



Jerrold L. Brim

BRIM CONSULTING ARCHITECTS, LLC

Just as one of the world's most precious gems can be described by "four Cs"—cut, clarity, carat and color—so too can the highly esteemed practice of Brim Consulting Architects. Each project directly results from the firm's careful consideration of four key criteria: the Clients' desires at all scales; the Cost, which the firm defines as disciplined and financially responsible choices; clear and effective Communication of its responses to numerous questions, detailed research and in-depth examination of potential solutions; and providing for the embodiment of Community values. The gravity and energy with which Brim Consulting approaches these fundamental principles translate to consistently superior commercial and residential commissions.

Founder and principal Jerrold Brim has nearly five decades of experience in residential and commercial design and in that time he has committed himself to continuously learn and grow. Some of the ideas and practices he cherishes most were instilled early on under the tutelage of some quite notable University of Illinois professors. A prime example came when he fervently filled page upon page with passionate prose in response to an exam's only question, "Why architecture?" While Jerrold's attempt was admirable, his intellect was awakened when the best response consisted of a single word: "people." This experience and numerous others proved pivotal to the refinement of both his thought process and his architectural approach.

Other abstract academic exercises dealing with challenges totally unrelated to architecture, but with the need for meaningful solutions, underscored the foundation for his philosophy that architecture is the result of profound thought, intense research,



ABOVE:
The use of geometric forms to create positive and negative space adds drama to the façade.
Photograph by Anthony May

FACING PAGE:
The interplay of light and shadow was a major consideration in the design of the rear façade of this high-end addition and renovation.
Photograph by Anthony May



ABOVE TOP:
The open nature of the design emphasizes the connection to the outdoors.
Photograph by Anthony May

ABOVE BELOW:
An array of windows welcomes the morning sun to brighten up breakfast.
Photograph by Anthony May

creative and intuitive problem-solving, guided by and created for people. Brim Consulting's process reflects this philosophy, centering on the client-architect relationship. For every project, the firm remains resolute in its aim to discover and clarify the clients' building needs and arrive at the best possible solutions that meet both current and future aesthetic, functional and budgetary goals. The firm's extensive strategic planning prior to design ensures the smooth execution of construction.

But the firm's allegiance to its clients does not end after designs are drawn. The design is merely the beginning, and Brim Consulting remains actively engaged throughout the process, overseeing construction and serving as the client's advocate in every decision made. Dedicated to creating structures completely rooted in their contexts, the firm employs an integrated team approach to each project, focusing its efforts not only on exterior and interior architecture but on site planning, landscape design and selection of materials, fixtures and finishes, as well. The effect is tangible: contextual architectural environments that look, feel, and live as though they belong and improve the quality of life of those around and within them.

Versed in the full complement of project genres, Jerrold and his staff have an exceptionally broad palette of creative ideas. They are quick to acknowledge that this art form requires much more than creativity alone. Unlike other artistic endeavors, architecture necessitates a deep commitment to excellence and precision from the outset. As a lack of proper planning can be extremely costly, an architect must equip himself with a solid philosophy and a finely honed talent. Brim Consulting Architects' exquisite work stands as testimony to its embodiment of both. Jerrold and his team do not simply draw lines—they draw solutions.



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ABOVE:
Careful attention to scale, volume, proportion, architectural detailing and lighting brings life to this façade, day or night.
Photograph by Anthony May