

Citiline, Enventys team up on line of furnishings for Condos

Charlotte Business Journal - April 13, 2007

by J. Lee Howard

Senior staff writer

Charlotte's condo boom has prompted a local developer to launch a line of furnishings designed for homeowners seeking to make the most of limited living space.

Citiline Resortline Development & Construction and product-development firm Enventys have crafted multipurpose furniture that can serve as a kitchen tables, desks or credenzas.

Tim Crawford, Citiline president of development, plans to debut the furnishings in an upcoming 99-unit Citiline development on Central Avenue. He declines to reveal details of the condo project but says the furniture will be available to buyers in all Citiline developments.

Citiline has established a sister company, Studio 36 Innovations, to develop and sell the furniture line.

The versatility of the furnishings should cut the cost of outfitting a new residence, says Daniel Bizzell, Enventys director of design.

"Young working professionals need core furnishings -- dining room tables, desks, sofas, works spaces, kitchen accessories," he says.

The furnishings will take care of those functions but at a much lower cost than buying the pieces individually, Bizzell says.

Crawford says the venture with Enventys will introduce more products in the near future, including interior and exterior materials and fixtures. "This gives us an edge that certain other projects don't have."