

Prima Luce LLC launching interactive condo customization app

Spiro & Associates

Special to Fort Myers News-Press
USA TODAY NETWORK - FLORIDA

Prima Luce LLC is launching an interactive application that allows potential Prima Luce condo owners to explore and customize many of the finishes, fixtures and flooring in their future homes.

Located on the banks of the Caloosahatchee River in downtown Fort Myers, Prima Luce is a luxury high-rise, two-tower condominium community, and the newest downtown Fort Myers waterfront community from Robert MacFarlane of MacFarlane Barney Development, developer of the Beau Rivage, St. Tropez and Riviera.

Because Prima Luce is still in the pre-sale phase of development, MacFarlane and his team commissioned an app that could provide interested and prospective buyers with a glimpse inside these two luxury towers, as well as the ability to customize the color and style of the floors, kitchens and bathrooms of each residence.

In the app, prospective buyers can select and interact with seven floor plans, ranging from the studio Lucca model to the three-bedroom, two-and-a-half-bath Salerno model. Each plan features views of the Caloosahatchee captured in accurate, unedited drone footage and users can move around the floor plan via hot spots, such as "Kitchen" or "Master Bedroom," or navigate freely throughout the entire space.

One of the most exciting features of this app is the ability to hand-select and sample various custom-curated combinations of finishes, flooring and materials. Users can select and preview up to five kitchen countertop, cabinetry and backsplash combinations; three bathroom countertop, cabinetry and tile combinations; and five flooring types.

"This app is one of the first of its kind in Southwest Florida," said Anthony DeBono, principal at d3 Creative Studio, the Fort Myers-based 3-D studio that created the interactive reality app for Prima Luce. "We call it the 'sales center of the future,' because this type of technology is revolutionizing the real estate industry and changing the way agents interact and engage with potential buyers."

With the help of Richard Miner, director of design for Prima Luce who provided all of the details and building



In the app, users can select and preview up to five kitchen countertop, cabinetry and backsplash combinations. SUBMITTED

specs, and interior designer Dwayne Bergmann, who provided floor-to-ceiling styling, furniture and customization options for the floors, kitchens and bathrooms, d3 interpreted thousands of precise two-dimensional lines and many material samples into one visually interactive application.

The application is powered by the latest Apple iPad Pro (or at least an iPhone 8), making it easy to share in the sales center and putting exploration and customization directly into the hands of the interested buyer, while also allowing sales representatives to introduce Prima Luce to people all over the world via screen-sharing applications, such as GoToMeeting.

"Interactive reality apps are a way of reinventing the multifamily-living sales process, and we're so proud to be setting the tone for the local marketplace," said Rebekah MacFarlane Barney, chief operating officer of Prima Luce, LLC and MacFarlane Barney Development. "It's a powerful supplemental sales tool. Instead of asking potential home buyers to purchase a home based solely on brochures and their imagination, this unique app gives people the opportunity to experience and customize what their lives might look like at Prima Luce - life in a whole new light!"

The Prima Luce Sales Center is at 2631 First St. and is open daily. Online at PrimaLuceLife.com.

Visit d3 Creative Studio at d3CreativeStudio.com, and Dwayne Bergmann Interiors at DwayneBergmann.com.