

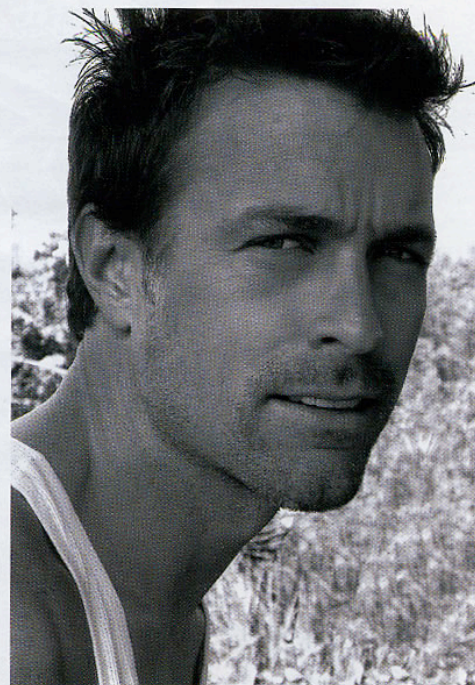


**KEIGLEY'S WORK IS AS MUCH AT HOME IN A NEW YORK CITY LOFT AS IT IS IN A MIAMI PENTHOUSE.**

**B**etween strutting the latest fashions on the runways of some of the world's chicest cities and posing for photo shoots in exotic locations throughout the globe, David Keigley managed to find a little time for some creative release by taking pictures of the things he encountered along the way. This hobby has since turned into a successful career for Keigley, who is now the head designer/principal of Aluma Designs, LLC, a company with an interesting beginning and an even more impressive evolution.

Aluma began when Keigley decided to create the perfect frames to complement his vast collection of still images taken throughout his modeling travels. So was born the Aluma Art Framing System, composed of a main structure of perforated, high-grade aluminum shaped with other contemporary materials and hardware. The entire line is available in a variety of sizes and colors, and the finish is so smooth that the frames seem to float off the wall. This invention led to a series of well-received panel systems — one of which has been displayed in a BMW showroom and another that was created in collaboration with photographer Michael Thoenes that will be placed in Miami International Airport's British Airways First Class Lounge.

After being embraced by consumers, designers and architects, Keigley created the Aluma Loft line, featur-



ing architectural panels, furniture and mirrors, all based on the same Aluma signature look. "We've been getting incredible feedback with our product," says Keigley. "We're focusing on a national push first, and then concentrating on local exposure." Adds VP of marketing, Hans Boynton, "Our Loft line maintains the minimalist, simplistic high-end feel and marries it to versatile functionality," he says. "The mirrors in particular are as much at home in a New York City loft as they are in a South Beach penthouse." (Boynton says they don't have a prototype of the line's latest smoke-tinted mirror because they sold it to a client who had to have it at all costs!)

To date, Keigley's designs for Aluma have been fabricated in Fort Lauderdale by Metal Form (a NASA certified company) but they are currently researching other sources for the production of the smaller frames that will result in lower price points and access to a larger market, including expanding into, among other chains, Target stores throughout the country. Five percent of Aluma's profit goes to Shared Hope International, an organization that rescues and restores women and children in crisis.

According to both Keigley and Boynton, Aluma is causing a sensation at some of the world's most prestigious museum houses and industry shows like the recent Décor Expo in Atlanta, the New York Gift Show and the ICFF (International Contemporary Furniture Fair). They continued the trend last month at the Hospitality and Design Show in Miami. "People have seen [Keigley's] image plastered on posters and billboards throughout the major cities of the world — now he is becoming recognized and respected as a designer," says Boynton.

Aluma's new showroom is set to open this month, adjacent to their current studio in Miami's Design District at 17 NW 36 St. "We want to make it elegant but with a little tougher edge to it," says Keigley. "Our desire is to make it unlike anything else going on out there." And it seems, just like the products he offers, it will be. **L**