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THE COLLECTION GALA HONORS
Emmi Whitehorse at Dallas Museum of Art

Antony Gormley at Nasher Sculpture Center
David-Jeremiah at The Modern
Laura Wilson & Manuel Álvarez Bravo at Meadows Museum

Plus: Chris Angelle's Treehouse



2811 Maple living room with expansive views; inset: 2811 Maple entrance

A FRESH APPROACH TO UPTOWN LIVING

Crescent Real Estate's 2811 Maple levels up sophistication in residential leasing.

BY TERRI PROVENCAL PHOTOGRAPHS BY ERIC LAIGNEL



In a pocket of Dallas where Victorian homes brush up against the edges of contemporary development, a new residential tower quietly signals a shift in how space and story intertwine. In Uptown, 2811 Maple, Crescent Real Estate's first residential leasing venture, reflects a broader effort to build not only for lifestyle, but for lasting cultural dialogue.

"Crescent Real Estate has long been committed to Uptown Dallas, and we are proud that The Crescent is such a prominent destination in the area," says Joseph Pitchford, managing director at Crescent Real Estate. "We continue to contribute to the evolution of the neighborhood and felt the time was right to bring an all-rental residential development to market."

Developed in partnership with MaRS Culture and Keating Architecture, the property offers more than upscale rental units in a prime location. "As Uptown's newest Crescent-developed landmark, 2811 Maple is the perfect iteration of luxury that consumers have come to expect from our team, offered in a fresh context," Pitchford describes.

The interiors were led by Kelie Mayfield, cofounder of MaRS Culture, a multidisciplinary studio known for merging material

sophistication with artful narratives. "From the outset, my vision for 2811 Maple was to create a place that lived as both residence and cultural story," Mayfield says. "I was drawn to the idea of convergence—where past and future, tradition and innovation, refinement and humanity meet."

Keating Architecture's exterior language—rooted in proportion, cadence, and clarity—sets a deliberate tone. Mayfield's response was to echo that precision while adding softness and scale. "Where the façade captures rhythm through brise-soleil and balconies, I translated those gestures into layered textiles, sculptural lighting, and furnishings that shift with perspective and light," she explains.

Throughout, Mayfield says, the design engages in a subtle dialogue with Dallas itself, referencing cultural icons like The Stoneleigh, Neiman Marcus, Stanley Korshak, and the city's streetcars (MATA) evoked through materials rather than overt gestures. "The architecture and interiors feel like two voices in a single, unfolding conversation—precise yet poetic, modern yet deeply tied to place," Mayfield adds.

More than 30 curated and commissioned artworks are integrated, extending the building's narrative through visual and tactile form.

“Each piece,” Mayfield says, was “an extension of its architecture rather than an afterthought. For instance, Brandon Mike’s hand-carved plaster relief in the lobby sets the emotional register of the project: rooted in craft, deeply human, and resonant with memory.”

In the Courtyard Garden, a sculptural grouping by Brendan Jamison and Mark Revels, titled *Cubed Figures*, explores themes of community and kinship through geometric abstraction. “They distilled intimacy into a universal language of geometry,” Mayfield says. “Placed at the threshold between interior and exterior, they act as a symbolic gathering point, offering calm, connection, and reflection.”

Hand-thrown ceramics by Kylie Nicole, with their subtle irregularities and tonal glazes, are placed in the library and other common areas as small, grounding gestures. “Her forms remind residents of the ritual of daily life—of balance, touch, and reflection,” Mayfield says. “They soften the building’s modernity with human warmth.”

Despite the emphasis on design and curation, functionality was never secondary. Crescent approached the project with a hospitality mindset shaped by years of experience in luxury commercial and hotel spaces. “It was vital that we create a sophisticated hospitality environment where no detail was left unconsidered,” says Pitchford. “This is evident through the artful design of the building’s architecture and interiors, as well as its vast art collection.”

Residences are tailored for modern city living, especially for professionals and frequent travelers seeking privacy, efficiency, and ease. With no more than seven residences per floor and most

configured as corner units, the layouts maximize panoramic views while maintaining a sense of quiet retreat equipped with Bosch appliances, waterfall-edge islands, wood flooring, and private balconies.

Floor-to-ceiling windows invite shifts in light throughout the day, enriching the textures and tones of each interior surface. “Light and views were treated as design materials in their own right,” Mayfield says. “They become part of the architecture’s emotional and sensory experience.”

Amenities include 24/7 concierge, valet, elegant common areas, an expansive fitness center, and a resort-style pool with cabanas—all designed to foster ease rather than formality. “Every detail at 2811 Maple was crafted to make daily life effortless, comfortable, and refined,” says Mayfield. “It feels like a resort but grounded in place.”

This attention to nuance and place reflects Crescent’s deeper vision—not just to build, but to contribute meaningfully to Dallas’ urban fabric. “Thanks to Crescent’s longstanding place in the Uptown community, we feel we have a firm grasp on what residents are looking for in a home,” says Pitchford. As to their first residential foray, he describes, “2811 Maple offers proximity to the cultural life of the neighborhood: fine dining, fashion, and a strong sense of connection.”

Ultimately the residential tower favors substance over spectacle, reflecting a clear vision of what today’s discerning urban dwellers seek: thoughtful design, quiet sophistication, and security. “We hope that 2811 Maple will provide each resident with a place of respite from the hustle and bustle of their everyday lives,” Pitchford concludes. **P**



2811 Maple lobby with custom artwork by Brandon Mike



2811 Maple library



Cubed Figures by Brendan Jamison and Mark Revels.