

Amy Storm's Smart Home

Where Innovation Meets Timeless Design

A PureEdge Lighting Case Study



Location: Glen Ellyn, IL – Private Residence

Lighting: Pure Smart Architectural

Interior Designer: Amy Storm & Company

Sales: Lightology

Photography: Katie Raymond Photography

Pushing Boundaries of Lighting and Design

Amy Storm, the visionary behind Amy Storm & Co., partnered with Matt Howell at Smarter Home and PureEdge Lighting, to craft a home that redefines smart living. Their collaboration blends cutting-edge lighting technology with sleek, “modernish” aesthetics—creating a retreat that is both visually stunning and highly functional, integrating smart technology into every detail. Every element, from the architectural details to the ambient lighting, is designed to elevate both quiet moments and lively gatherings.

“We saw this as an opportunity to push boundaries and explore how lighting and design work together to create something truly special.”

– Amy & Josh Storm



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A Masterclass In Architectural Lighting

One of the standout features of this home is the **Patented TruArch™ 5/8" drywall plaster-in system** in the gallery—a seamless integration of light and form. Elegant curves sweep up walls and across ceilings, enhancing the space with an uninterrupted flow. The lighting remains invisible when turned off but transforms the room into a dynamic visual experience when illuminated, playing beautifully with high-gloss finishes and textured surfaces. All with TruColor™ RGBTW LEDs.



This home's lighting design is more than just practical—it's an artistic statement. By using TruColor™ RGBTW lighting, the designs have the widest and most accurate tunable white spectrums, emulating the light of the sun and promoting healthy Circadian rhythms.

Thoughtful details include:

- **Nova Ceiling TruColor™ RGBTW Wall Grazing Effects** – 20 Degree direct lighting that enhances textured walls with depth and detail, creating striking shadows and highlights that bring out the wall's character while adding a dynamic, eye-catching effect.
- **Luca TruColor™ RGBTW Accent Down Lights** – Soft illumination adding depth and drama.
- **Flex Neon TruColor™ RGBTW Under-Counter Lighting** – Enhancing the kitchen's spatial perception, while **TruColor™ RGBTW LED Strips** and light channel millwork were used in various shelving areas.
- **TUBO Small TruColor™ RGBTW Mono-Point Ceiling Fixtures** – Spotlighting artwork with precision.
- **TruColor™ RGBTW Lamps (multiple types)**



TruArch

Luca Downlight

The Smart Advantage: Adapting to Every Occasion

At the heart of this high-tech sanctuary is the **Pure Smart™** system, featuring color and temperature-controlled bulbs, dynamic presets, and effortless adaptability. Whether it's a warm glow for an intimate dinner or vibrant lighting for a lively gathering, the home transforms with just a touch.

In the **kitchen and dining area**, illuminated decorative cabinets serve as both statement pieces and functional storage. On a separate circuit from the overhead fixtures, these lights can be used independently—allowing for a soft, ambient setting when desired.



Nova Grazer

Bringing The Outdoors to Life

The innovation extends beyond the interior. Outside, the pergola is enhanced with **the only exterior-grade track lighting on the market**, turning the space into a versatile nighttime retreat. Whether hosting an evening soiree or enjoying a quiet night under the stars, this lighting solution sets the perfect scene.

Amy Storm has created more than just a smart home—she's designed an immersive experience where light, technology, and design harmoniously intersect. This is modern living, redefined.

