



6,000 sq ft Midtown Atlanta Penthouse

Two Builder-Grade Units Transformed into One Living Gallery in the Sky

A case study of a two-phase, 6,000 sq ft penthouse transformation in Midtown Atlanta, designed and built by GoToPros under the leadership of Vykintas “Vyk” Genys.

Project Overview

High above Midtown Atlanta, a client purchased two side-by-side, two-story penthouse units, each of about 3,000 sq ft. Originally, they were builder-grade rental apartments: transitional interiors with aged wood floors, shaker cabinets, and travertine tile in the bathrooms.

Over several years and two major phases, GoToPros transformed and combined these tired units into a single, 6,000 sq ft modern penthouse: a calm, white, gallery-like home with one-of-a-kind custom moments, most notably a dramatic, story-driven bar at its heart.

Project at a Glance

Type:

Two-story penthouse/luxury condo combination

Location:

Midtown Atlanta, Georgia

Size:

Approx. 6,000 sq ft (two 3,000 sq ft units combined)

Original Condition:

Builder-grade units, former rental apartments with transitional finishes

Scope:

Full interior redesign and remodel, combination of two units, custom architectural elements, lighting, and construction management

Services:

Design-build: architecture, interiors, and general contracting

Phase 1 – First Penthouse: A Modern White Foundation

The relationship began when a designer from Cantoni introduced the client to Vyk. The client had just purchased the first 3,000 sq ft unit and wanted to remodel it into a clean, modern white interior.

After an initial conversation, Vyk created a mood board and material palette. The client immediately connected with the vision—the palette aligned perfectly with his taste—so he hired GoToPros to design and build the project.

The goal of Phase 1 was to transform a standard transitional, builder-grade condo into a modern, peaceful white space, using shades of white and gray as the primary language. The project took about eight months from design to completion, and the client was very happy with the outcome. Phase 1 established both the aesthetic foundation and the trust that would make Phase 2 possible.

Phase 2 – Second Penthouse: A Bigger Vision

About three years later, another neighboring penthouse unit became available. The client called Vyk again: if the design made sense, he would purchase the second unit and combine it with the first.

Vyk scanned the new unit, developed a proposed design, and demonstrated how the two condos could be combined into a single, coherent 6,000 sq ft penthouse. The client purchased the second unit and hired GoToPros again—this time with an expanded challenge:

- Combine the two units into one flowing home.
- Add new functions, the first unit didn't fully support, including a new primary suite.
- Create a bold, memorable bar to showcase the client's collection of alcohol bottles from around the world.
- Push the design further while staying inside a clean, white, modern framework—not theatrical, but elevated and experiential.

A Story-Driven Bar as an Alchemical Object

For the second unit, Vyk chose to begin with a story rather than just shapes and finishes. Shortly before designing the bar, he had spent ten days in the Peruvian jungle with shamans, participating in ayahuasca ceremonies. He does not rely on alcohol himself, so when his client—an avid collector of bottles from around the world—asked for a bar, Vyk approached it almost like an alchemist or storyteller.

In his mind, alcohol became a kind of witch's poison: a beautiful, seductive substance that can charm, disinhibit, and expose human weakness. From that idea grew the vision of a honeycomb-

like structure, its cells holding bottles like small potions. The shelves would be backlit with a warm, honey-colored glow to suggest honey, sweetness, and allure—a visual metaphor for attraction and temptation.

The bar was designed to create a strong visual and emotional pull. Placed at the center of the combined penthouse, it acts as a sculptural installation rather than a typical bar. It acknowledges the client's love of collecting and entertaining, while embedding a deeper narrative about desire, temptation, and awareness. In the middle of an otherwise calm, white, contemplative space, the bar becomes an alchemical object: equal parts gallery piece, social magnet, and quiet question about what we reach for and why.

Re-thinking the Plan – Master Suite, Office, and Flow

With the second unit in play, GoToPros rethought the entire plan of the combined penthouse:

- A new primary suite was created upstairs, including a large custom closet and a modern bathroom.
- The office was moved to a room downstairs for better separation of work and rest.
- A bedroom, kitchen, and bathroom on the first floor of the new unit were removed to make space for the central bar as the main statement and a family room at the far end.

Functions that were missing or limited in the first unit were now given proper presence and scale, while the interiors stayed restrained—mostly white and gray—so the furniture and key elements could read like art pieces in a gallery.

Design Language – White as a Canvas

From the very beginning, the client was clear: he wanted a clean white space. Across both phases, the design language remained consistent:

- White and gray are the primary tones.
- Clean lines and minimal visual noise.
- Neutral surfaces acting as canvas.
- Wood and leather furniture acting like sculptural gallery pieces.

Phase 1 was a challenge but a success; Phase 2 was an intentional push even further—to make the interior an experience, not just an upgrade; to bend the status quo of what a condo bar and living space could look and feel like, while still being livable and calm.

Key Features & Craft

Several elements required special solutions, craftsmanship, and coordination to achieve the desired design and performance.

3D Stair Wall Panels

The staircase uses three-dimensional wall panels that come in small 2' x 2' pieces. They had to be carefully assembled, aligned, and hand-patched at every joint. It was delicate, time-consuming work, but it turned a simple circulation wall into a sculptural feature.

Glass Tub & Revised Bath Concept

Originally, Vyk planned a two- to four-person jacuzzi on a custom platform in the primary bath. The building, however, declined the request, concerned that other residents might want similar or larger installations in the future.

Rather than abandoning the idea of a statement piece, the team pivoted. After research and review, they selected a design-award-winning tub, custom-made in Australia. It was flown to the U.S. and installed on the prepared platform, becoming both a functional element and a visual sculpture.

Bar Fabrication & Installation

The bar, designed by Vyk around the client's bottle collection and the honeycomb "witch's poison" concept, was built in Lithuania by three artisans. Working for six months, seven days a week, they developed a piece that could be fabricated in segments, shipped safely, and reassembled inside the penthouse.

Shipped in a container and installed during COVID, the bar required international coordination, quarantine logistics, and precise on-site work. The artisans even spent two weeks in a non-Schengen country before being allowed into the U.S. to complete the installation. Today, the bar functions as the magnetic center of the home—a sculptural, backlit honeycomb that both celebrates the client's collection and embodies the project's deeper narrative.

Technical & Logistical Challenges

This project was far more than a finish swap; it demanded significant technical and logistical problem-solving.

- MEP Modifications:**

Building management required GoToPros to work with the original building engineers and contractors to design and approve necessary mechanical, electrical, and plumbing changes. This meant navigating unfamiliar routes, coordinating approvals, and ensuring everything remained code-compliant in a high-rise context.

- **Stretched Canvas Ceiling in Bar Area:**
To avoid dust contamination from drywall and paint damaging the finished bar and lighting, the team installed the bar and lighting first, then used a stretched canvas ceiling to complete the room with minimal disruption.
- **Backlit Ceilings:**
Vyk originally envisioned backlit ceilings for the primary bathroom, the closet, and the bar. In practice, pricing in this building made that approach unreasonably expensive compared to similar work in Europe. The concept was adjusted to stay within practical bounds while still delivering a strong visual impact.

Phase 2 unfolded during COVID and included setbacks with electrical and drywall contractors. The second phase took about 24 months—significantly longer than the first condo—but the integrity of the design was preserved.

Role & Timeline

Vyk served as head architect, designer, and general contractor for both phases.

- Phase 1 (first condo): approximately 8 months from design to completion.
- Phase 2 (second condo and combination into a 6,000 sq ft penthouse): approximately 24 months, during COVID, with additional coordination challenges.

When the client approved the final design for the second phase, Vyk knew that if the team could execute it, the project would become something truly special.

Outcome & Client Reaction

Ultimately, the project took longer, and cost more than initially planned. At the end, Vyk decided to address this directly with the client, asking whether, in hindsight, it had been worth it.

The client's response: everyone who comes into space is wowed. He loves it and feels that GoToPros did a great job. He is a single business owner with multiple residences and often lets friends use the penthouse as well.

For Vyk, this project is a source of great pride. It was a big, challenging struggle that moved from paper into a magnificent space, a white, peaceful, modern penthouse that feels like a living gallery, built out of two ordinary, builder-grade units.

Planning a Complex Penthouse or Condo Remodel?

If you are considering transforming a condo or penthouse into something far beyond a standard renovation—and you want one team to handle both design and construction—we would be honored to hear your story.

To request a private consultation with GoToPros, please visit gotopros.com or use the contact form on the site to share a few details about your project.