

About

CONSTRUCTIVE IS A DESIGN STUDIO AND CREATIVE CONSULTING AGENCY ESTABLISHED IN 1991 BY ARCHITECTURAL DESIGNER DAVID LEFKOWITZ. WE SPECIALIZE IN INTERIORS AND LIGHTING DESIGN, TYPOGRAPHY AND WEBSITE DESIGN. WE HAVE HAD THE GREAT FORTUNE TO WORK WITH WELL-RESPECTED INDUSTRY INFLUENCERS AND TRENDSETTERS. OUR WORK HAS BROUGHT US TO THREE CONTINENTS, AND HAS APPEARED IN COUNTLESS NATIONAL AND INTERNATIONAL PUBLICATIONS, AS WELL AS MAJOR MOTION PICTURES, BROADCAST TELEVISION SHOWS, MUSIC VIDEOS, AND NEWS SEGMENTS. OUR MISSION IS TO ENSURE YOUR PROJECTS ARE ON CONCEPT, WITHIN SCHEDULE AND BUDGET, AND EXCEED EXPECTATIONS.

David Lefkowitz

I HAVE A NATURAL CURIOSITY AND A PROPENSITY FOR TAKING THINGS APART, BUT CREDIT YEARS OF EXPERIENCE WORKING IN MY FATHER'S BROOKLYN METAL SHOP FOR UNDERSTANDING HOW THINGS ARE PUT TOGETHER. I AM LARGELY SELF-TAUGHT AND NOT OVERLY ACADEMIC ABOUT MY WORK—I SIMPLY AIM TO EVOKE AN EMOTIONAL REACTION FROM THE USER. MY FOREMOST OBJECTIVE IS COMPOSITION—EMPLOYING POINT VS COUNTERPOINT TO PROVIDE SOME INTERESTING MEASURE OF CONTRAST. I AM A MINIMALIST TO THE CORE, BUT NEVER AT THE EXPENSE OF WARMTH OR HUMANITY. MODERNISM TEACHES US THAT FORM FOLLOWS FUNCTION, BUT ROMANTICISM REMINDS US THAT BEAUTY IS A FUNCTION TOO. MASTER ARCHITECT LUDWIG MIES VAN DER ROHE ADOPTED THE MOTTO "LESS IS MORE"; MY MOTTO IS "LESS IS MORE (MORE OR LESS)".

I ALSO MAKE MUSIC MIXES AND EDIT AUDIO FOR FUN—PROVIDING THE SOUNDTRACKS FOR HOUSE PARTIES, INDUSTRY EVENTS, AND OFFICE DANCE BREAKS. MY MIXES CAN BE FOUND AT REQORDIN.GS.

Services

GLOBAL
BRAND DEVELOPMENT
CONCEPT DEVELOPMENT
CREATIVE DIRECTION
CREATIVE STRATEGY
DESIGN CONSULTING
PROJECT MANAGEMENT

ARCHITECTURAL
INTERIOR DESIGN
LIGHTING DESIGN
INTERIOR DECORATION
FURNITURE DESIGN
PRODUCT DESIGN
RETAIL FIXTURE DESIGN
RETAIL DISPLAY DESIGN
SPECS & SOURCING

PRINT, DIGITAL
TYPOGRAPHY
GRAPHIC DESIGN
WEBSITE DESIGN

constructive

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Clients

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THE APARTMENT
APEX METAL WORKS
AVROKO
BENNETT LOWRY CORP
BLOOMINGDALE'S
BONETTI KOZERSKI STUDIO
DESTRO FILMS
DONNA KARAN / DKNY
ELIE TAHARI / THEORY
GROVES & CO
HUGO BOSS
IA INTERIOR ARCHITECTS
JAMES HARB ARCHITECTS
NOMINUS CAPITAL
NORTH LAKE FILMS
ROCKWELL GROUP
SHERMAN DESIGN GROUP
SMORGAS CHEF
SPECTREVISION
STUDIO HILLIER
TSAO & MCKOWN
WOLFF OLINS

Projects

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1 HOTEL
BLOOMINGDALE'S
DONNA KARAN RESIDENCE
ESCADA
FIDELITY INVESTMENTS
FRANCK POURCEL REMIXED
FUBU
GIG NIGHTCLUB
GIORGIO ARMANI
HENLY SHORT FILM
JOHN HARVARD'S BREWERY
MOHEGAN SUN CASINO
MOST BEAUTIFUL ISLAND MOVIE
MULBERRY HOUSE
RALPH LAUREN
RIANDE CONTINENTAL HOTEL
SOHO SYNAGOGUE
W HOTEL

Editorial

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MAGAZINES
ARUDE
BRIDES
DWELL
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NEW YORK MAGAZINE
NEW YORK OBSERVER
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SPORTSWEAR INTERNATIONAL