

# The Power of Interior Design

What are today's Design "Hot Buttons"



In the Trenches ... Designing for Sale's Velocity and Profit

11.15.2011



Taylor Morrison -  
**Whisper Creek II**

Arvada, CO  
Single Family Homes

Casual Elegance • Layering of Textures & Materials

# Multi-Function Rooms & Flex Spaces

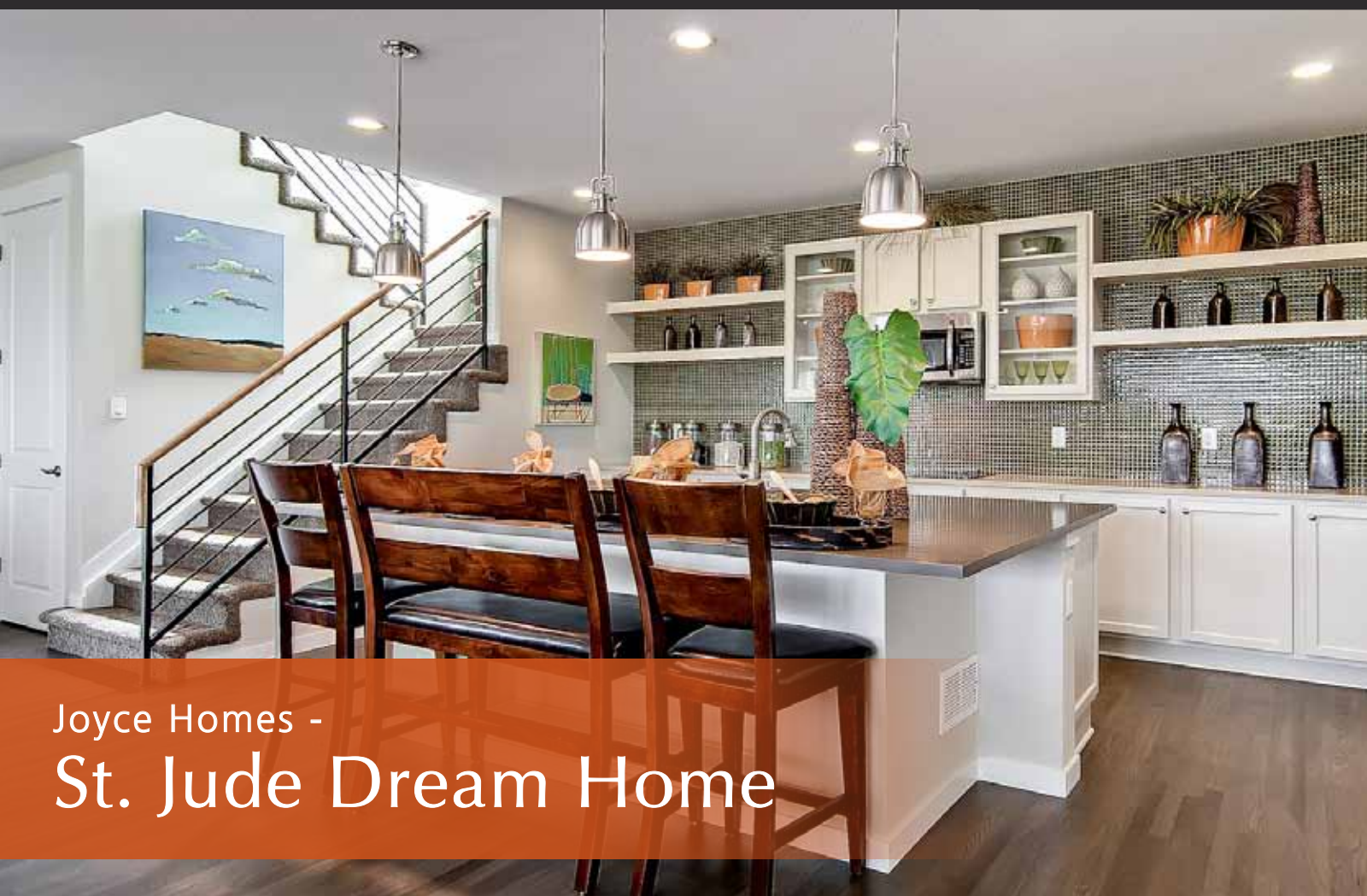


Joyce Homes -  
**St. Jude Dream Home**

Castle Rock, CO  
Single Family Home

Fresh • Fun • Funky • Farmhouse





Joyce Homes -  
St. Jude Dream Home

Joyce Homes -  
St. Jude Dream Home





Celebrity Custom Homes -  
**Overlook at Heritage Hills**

Lone Tree, CO  
Single Family Semi -Custom Homes



Italian Moderno





Casual French Country



Inspired Italian Country



Charming Andalusian

# Robson Communities - La Hacienda Club

Oracle, AZ  
Amenity Building in Active Adult Community

## Industry Recognition

2011 The Nationals Silver Award  
Best Clubhouse - Robson Communities

2011 ASID Crystal Award  
Hospitality











# TAG Restaurant

Denver, CO  
Continental Social Food

## Industry Recognition

2010 ASID Crystal Award  
Hospitality Under 10,000 sq feet

2010 ASID Crystal Award  
Judge's Merit Award Commercial







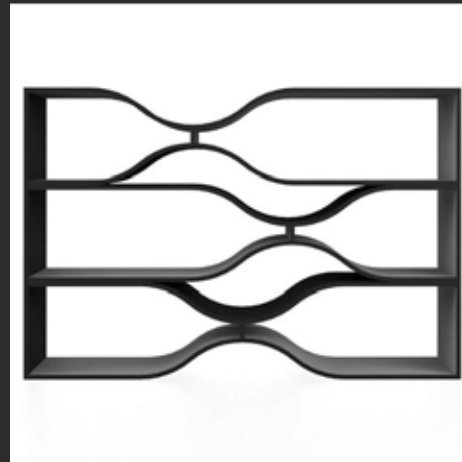


# Yunling Mountain Golf Clubhouse

Kunming, Yunnan, China  
On-The-Boards

# 2011 Pret-A-Porte

1st Place Professional





# hot buttons |

The most impactful trends resonating in today's market

# sanctuary

- Making their home feel warm, inviting and comfortable
- Utilizing the psychology of Color
- Creating areas of refuge, entertainment, relaxation & exercise





# branding



Builders should take some cues from the retail & hospitality markets and integrate their philosophies

- Customers connect with brands through trust & responsibility
- Create meaningful experiences with memory points
- This builder understands my needs
- Inspire customers with newness & strong identity

# trends



- **Open “Family Rooms”**

Central Hub of the home. These spaces provide multiple functions such as entertainment, homework and family gathering

- **Drop Zones**

Places to unload clutter, mail, coats, backpacks and shoes

- **Lifestyle Center**

Multi-functional rooms off the kitchen where parents can work from home, print school assignments, do crafts and wrap presents

- **Outdoor Living**

Featuring outdoor fireplaces, comfortable seating, water features and audio/visual needs.

- **Technology Enhanced Kitchens**

- **Spa-Like Master Baths**

- **Meditation Rooms**

Placed in a spare bedroom, den or even a guest suite

- **Exercise Rooms**



fresh



detailed



tailored



original

