



DESIGN LESSONS

A LUXURY MODEL HOME IS A STUDY OF SCALE,
INTERCONNECTION, AND TIMELESS STYLE



Living Room: “The ceiling detail helps divide the spaces, and we did a similar takeoff of the dining room wall detail in the living room by adding coffered ceilings,” explains Casey O’Brien with LMG Design Consulting. “Instead of doing the same application and putting the navy grasscloth in the coffer, we put it on the TV wall. Throughout the space, there is bounce back of specific materials, color, and texture.” The armchairs by Sunpan capture the modified Ralph Lauren look the team was going for with casual buckle detailing, sleek lines, and super comfortable cushions. “In doing homes for the public, we find it’s helpful to have dedicated living spaces so that we are sharing with them how to best use the space,” Guild says. “We create traffic patterns and seating areas and conjoined communication spots.” Because the outdoor living area is off this room, the designers selected performance fabrics, and the Surya rug helps define the living and gathering space.

Below Left Vignette: Burl wood is another recurring element throughout the home. The console table, with its burl and herringbone pattern, creates a grounding base for the art while holding sculptural wood-base lamps with a contemporary white finish. “We care a lot about the scale, and many people would not be inclined to put a large piece of art here, but if you know what’s across from it — which is that large TV wall — it’s really important that we have a scale transference,” Guild explains.

Below Right Vignette: Just inside the front door, there’s a refined place to slip on shoes or drop bags as you enter. A smoked mirror behind a leather-strap bench repeats the element, but in a new way. “It feels like it is something we curated over time,” Guild says, “like maybe we’ve moved lots of different places and brought things along with us, including some of the art and some of the other elements.”

Designing a model home can be — in some ways — more challenging than designing for homeowners because it often has to appeal to a wide range of potential buyers instead of just one or two. That was certainly the case for this model home in The Lake Club at Lakewood Ranch. With amenities that include a tennis program, outdoor playgrounds with basketball courts, a resort-style pool, fitness facilities, social activities, and special events planned throughout the year, the community appeals to young families as well as empty nesters. Lisa Guild, Owner and Principal Designer of LMG Design Consulting, and her team are up to the task.

“Working on models is a very collaborative process as we are trying to showcase the latest trends in design, but we are also catering to many different demographics, so getting the balance just right takes a lot of time and talent,” says Claudine Leger-Wetzel, Vice President of Sales and Marketing for STOCK Development. “Lisa and her team work very hard to ensure everything flows beautifully to best complement our home designs.” Pizzazz Interiors helps align STOCK Development buyers with the right design firm to help them complete their new home to their taste. Grace Bowers, Director of Operations for Pizzazz Interiors, selected the design team for this model. “They have a larger team that can handle drawings and specs,” she says. “LMG Design Consulting is set up to handle a project of this magnitude, and of course, talent plays a huge part.” ►





Vignette: Creating striking vignettes is a great way to accessorize a large wall space and allows the designers to bring in even more texture, color, and art. Although the table is narrow, it packs a textural punch with its graining and woven bottom shelf. Stacked art is one way the LMG Design Consulting team likes to take advantage of ceiling height, and Guild says it's a great solution when it's not practical or possible to fill a space with one large piece of art.

Office: The design team used paint in the office as a way to cost-effectively mimic the color of the grasscloth. "Because it's a study and it's an enclosed space right off the main living area, which is very open, this was a good place to do a moody accent color," O'Brien says. A desk and chair in light wood and leather echo the materials of the dining room, creating a sense of connectedness that's important in good design. Savoy House's wagon wheel-style light fixture in the living room inspired this more contemporary selection in the office. "They're both vaguely reminiscent of things you've seen in the past that have an old-school resonance, but newly realized," Guild explains. "Those iconic shapes are what we're trying to reinvent."

Guild and her team, including Design Consultant Casey O'Brien and Interior Designers Amanda Castilla and Erin Connors, enthusiastically accepted the challenge. "At any given time, we can have up to forty projects going with a variety of different client types," Guild says. "We're aware of what the standards are for people across the spectrum — the things that they like. And we're also aware of what's coming up in the market trend, so we're always using those trends, our own experience and information, and what we know about people in South Florida to appeal to that audience."

For this home, that means the bones of the design lean toward traditional while the details and furnishings have a relaxed, comfortable feel yet remain upscale. "We wanted to give the flavor of a modified Ralph Lauren feel," Guild says. "We wanted to use some jewel tones and some leather, so it feels a bit organic but also interesting. You could come in and hang out. The materials were not going to be stuffy." Everything is designed to embrace the indoor-outdoor lifestyle, evident when you walk in the front door and look directly through the home to the enclosed pool area. ►





Kitchen: White kitchens appeal to buyers, so the team selected white perimeter cabinetry from Kitchen Craft and a contrasting island from Omega Cabinetry. Classic details such as the crown moulding and pendant lights from Capital Lighting Fixture Company provide a timeless look, while the sleek range hood adds a contemporary touch. “Because the scale is important, we grow those upper cabinets because there are tall ceilings,” Guild explains. The addition of glass doors adds lightness to the space, and the Calacatta Laza Quartz countertop running up the backsplash provides a clean, fresh look. Four Hands barstools echo the dining table and chairs without being exact matches.

Dining Room: International Design Source was the perfect resource for selecting various brands and styles of furniture for this home. “We had the bench upholstered in a velvet that has a tie-dye quality about it, so it almost looks like it’s handmade velvet,” Guild explains. The dining table and chairs by Four Hands introduce texture in the rattan table legs and leather, which are repeated throughout the home. The design team also turned a large, blank wall into an architectural statement by creating framed squares and installing Thibault Design sapphire blue grasscloth wallcovering.





Primary Bedroom: One design strategy to create connection and repetition of color without being too overt is to flip the elements. While the office has four blue walls and the living room has a large blue feature wall, the primary bedroom focuses on crisp white with blue accents. The designers selected linen draperies with a blue linen edge that mimics drapery tape. Installed on the ceiling, they give the room a luxurious, hotel-like feel. Nightstands with a traditional silhouette from Worlds Away repeat the burl wood element.

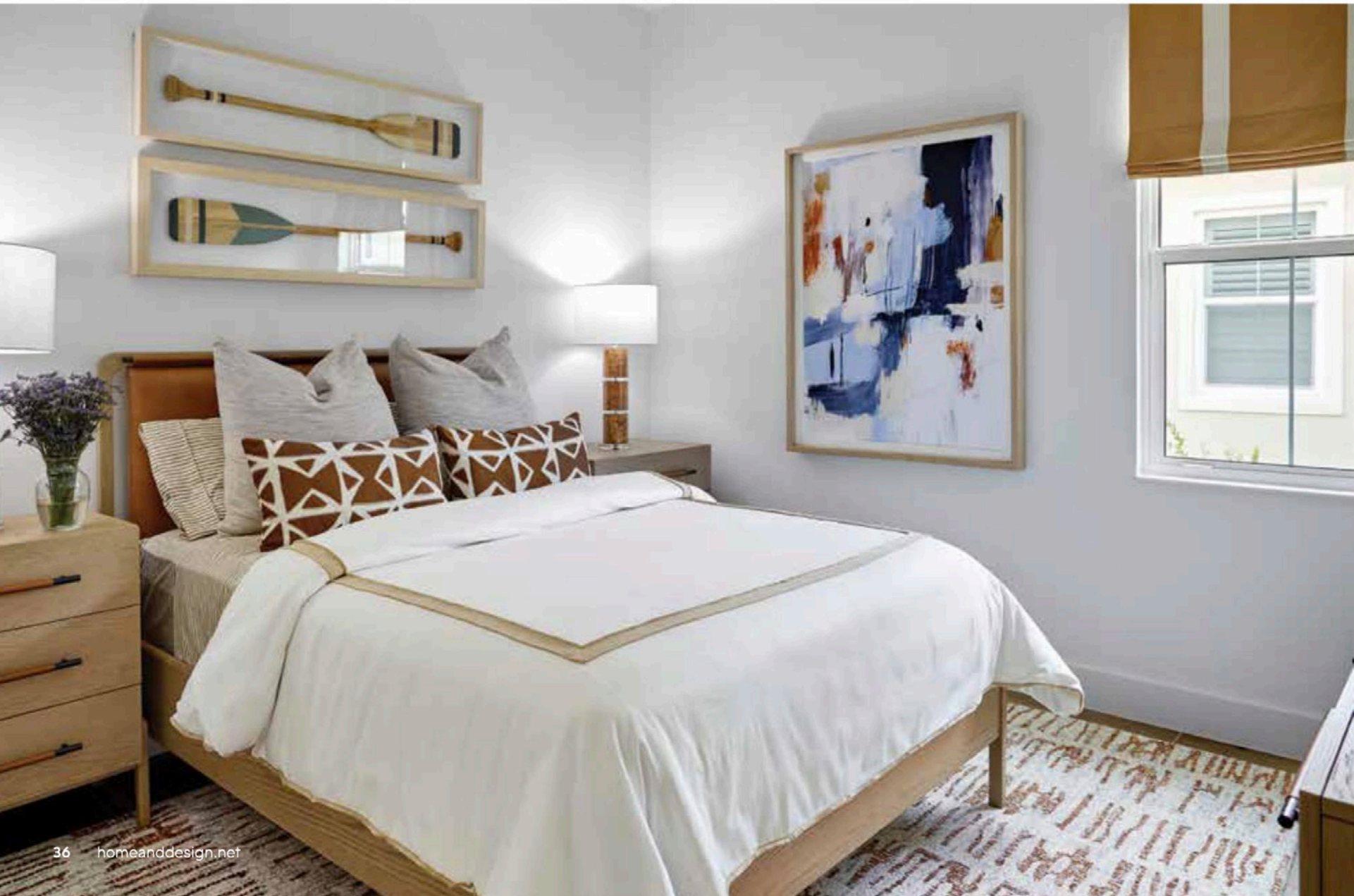
Primary Bathroom: Like white kitchens, buyers like crisp white bathrooms, but they don't want them to feel cold. "We opted for the white bathroom that everyone gravitates towards, but we added a darker cabinet to bring some warmth to the space," O'Brien says. "It also ties back to the kitchen island and the dark floors throughout the house." The marble mosaic feature wall and sleek soaking tub add a contemporary flair. At the same time, the marble-look porcelain floor tiles, paneled cabinet doors, and traditional plumbing fixtures offer a timeless appeal. "We've always been fans of polished chrome in bathrooms and feel like it's an iconic choice that never goes out of style," Guild says.



The team uses repetition of materials and colors in a way that is not overt or contrived — and certainly not consistent from one room to the next. “Our goal was to make it feel like it’s all connected but not the same,” Guild says. For example, the color of the leather dining chairs is repeated in the throw pillows on a guest bed. The burl wood look appears not only in the wood finishes but also in the wallpaper and even the bedside lamps.

“We definitely want the spaces to feel interconnected, but we don’t want everything to match,” Guild adds. “Creating that blend and hierarchy of material selections in different locations, that is always a trick.” ■

Guest Bedroom: Guild says this guest bedroom is undoubtedly one of her favorite rooms in the home because of its light, airy feel and the way it embodies the spirit of the design aesthetic. She points to the leather and blonde wood bed, the leather-wrapped drawer pulls on the nightstands, and the burl wood-look lamps. In addition, the artwork introduces other colors, such as the sapphire blue found throughout the home.

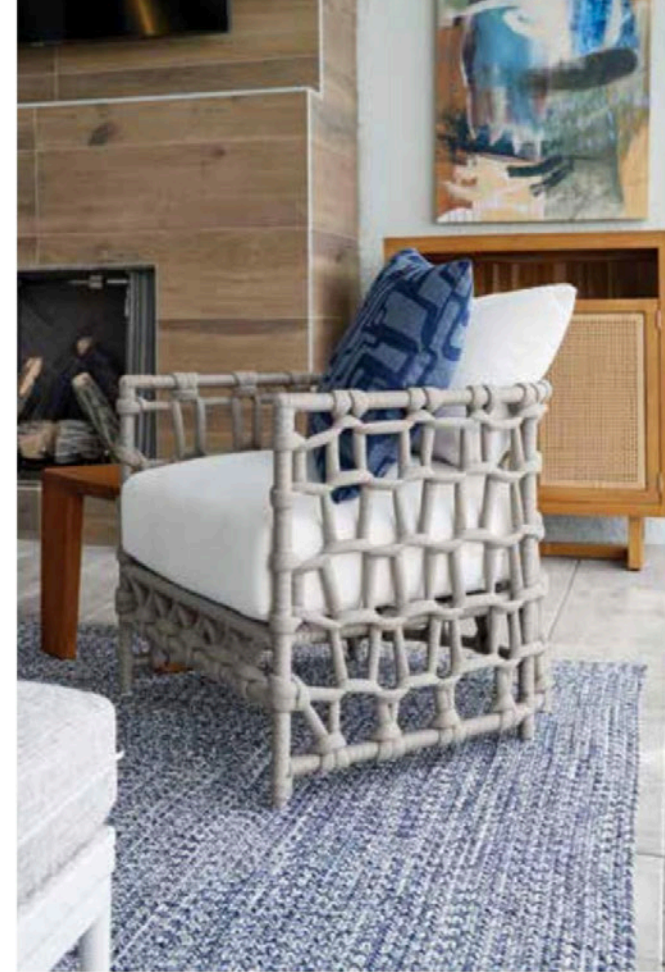


Guest Bedroom: A guest bedroom with a boucle-upholstered bed echoes a boucle-covered bench in the living room and features leather detailing. The bedding features a denim look and feel with blue tones, reflecting traditional Americana styling synonymous with Ralph Lauren. Texture abounds on the nightstands, in geometric-print rugs, and even on the bedside lamps.

Guest Bathroom: While the bedroom has white walls and blue accents, the bathroom is opposite. The blue walls and vanity give the room a rich color palette. The design team installed a wooden wrap around the mirror and mounted the lighting fixture on it, giving the space a customized and luxurious hotel-like ambiance. Although the look is fresh, details such as the style of the cabinet doors and fixtures are classic and won’t make the home feel dated.



Grilling Area: The outdoor rattan-style dining chairs mirror the indoor elements and have a vintage feel. They contrast with the sculptural, chunky white stone dining table. The grilling area gets special treatment with a sleek hood and marble-look porcelain backsplash in a herringbone pattern. Like the rest of the home, this area is a lesson in timeless style. "It's eclectic in the sense that it speaks to many design styles — there are hints of contemporary elements — but the main backgrounds are very classical where they won't go out of style, and they're not too trendy," O'Brien says.



Outdoor Living: "Something Lisa definitely excels at in the exterior department is mixing different companies and vendors and finishes, whereas most people would just buy one outdoor living set," O'Brien says. The outdoor living area is just as opulent and luxurious as the interior, with cane-style chairs from Bernhardt. "We want it to feel like an extension of the interiors in an interesting way," Guild adds. "The outdoor furniture industry has come so incredibly far, and all of us are amazed that we can get outdoor art and outdoor furniture that looks like it could be in the middle of your living room. It feels and looks very high-end and refined, and yet it can live outdoors in Florida, which is no easy feat."

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