

Traditional Home Breaks Ground on Three Atlanta Show Homes

Magazine Building Three Townhomes in Woodstock— To be Designed by Three Young, Talented Atlanta Designers

DES MOINES, IOWA (April 12, 2007) – *Traditional Home* magazine announced today that it has broken ground on three townhomes in the Atlanta area. The magazine is partnering with builder Pam Sessions of the Atlanta-based Hedgewood Properties to construct the townhomes in Woodstock, Georgia. The trio of homes will bring the ideas and inspiration from *Traditional Home's* pages to life in a one-of-a-kind multiple show home showcase. Three Atlanta designers will each bring their interior design talents to one of the homes that will be designed to fit three different affluent lifestyles. This multi-townhome project is the third in the magazine's "Built for Women" series of show homes that explores what is important to women in their lives and how that is reflected in their homes.

"*Traditional Home* decided to bring this project to Atlanta because it is an area that is rich in culture and affluence," says *Traditional Home* Editor in Chief Ann Maine. "Atlanta is the fastest growing city and metro area, and we wanted to offer three creative show homes to inspire Atlanta homeowners and our readers to create well-designed and luxurious homes to fit their specific needs and desires."

The homes, to debut in October, are being built in Hedgewood's Woodstock Downtown development, which encompasses 32 acres of single-family homes, townhomes, loft flats, offices, retail stores, restaurants, and green space. Designers Barbara Westbrook, Robert Brown, and the design team of Scott Laslie and Mark Williams will each collaborate with *Traditional Home* editors on one of the townhomes.

Each townhome will be designed to fit the profile of today's modern, affluent woman based on the magazine's 2006 research. The study, performed in conjunction with Nickels & Ashcraft, pinpointed six distinct lifestyles of affluent women in America, three of which will be represented in the showcase.

o The woman with a family and young children is a "**reinventor**" and thrives on change, whether it is her job, for her family, or her family's environment. She feels renewed by a constant flux of movement, ideas, and projects.

o The woman who is a part of the young professional couple is in the "**experiential**" phase and thrives on a meticulously planned life that is filled with activity. She is ambitious and craves new experiences.

o The single professional woman is a "**standout**" who is all about personal style and a high quality of life. If it's hot, she has to have it.

"We can't wait to work with Barbara, Robert, and Scott and Mark on these three homes," says Maine. "Each of them has a sense of what Atlanta homeowners want, as well as a style point of view that is in line with *Traditional Home's* classic taste, modern life sensibility. When visiting each home, you will be able to envision the specific person this home is created for reflected in the design."

Barbara Westbrook will design the 3-bedroom, 3 ½-bath "reinventor" home for the young family. Westbrook, a native of Lynchburg, Virginia, launched her own firm, Westbrook Interiors, in Atlanta after working for Nancy Braithwaite and Gandy-Peace. Her extensive background in traditional, transitional, and contemporary design yields interiors that range from casual American to formal English and French moderne. Recent projects include large residential renovations; mountain, lake and beach houses; spas; professional offices and commercial spaces. Westbrook Interiors specializes in high-end residential and commercial interior design projects.

Robert Brown, owner and principal of Robert Brown Interior Design, is responsible for the design of the "experiential" home for the young couple, a 2-bedroom, 3 ½-bath space with an impressive wrap-

around porch. He launched his interior design career after spending 18 years in the apparel industry as vice-president of design and marketing for Hartwell Industries. Brown's design projects include private residences, showhouses, historic homes, and multi-family dwellings. He has also designed country clubs and commercial interiors. Current projects include a penthouse in San Diego, a ski lodge in Steamboat Springs, a beach house in Sea Island, as well as work in Naples and an estate in Atlanta. Brown has announced an agreement to design the interiors of a 40-story residential high-rise project on Peachtree Street in Atlanta. Brown has received 17 ASID "Design in Excellence" awards and a President's Award. He is also the recipient of the Atlanta Decorative Arts Centers 2006 Southeastern Residential Designer of the Year. A graduate of the University of Georgia, Brown also advises a national fabric firm on trends and forecasting.

Scott Laslie and Mark Williams of Laslie-Williams, established in 1998, will design the single woman's 2-bedroom, 2 1/2-bath "standout" home. Laslie's strong background in interior design began with fine arts training and interior architecture studies at The School of Art Institute in Chicago. Laslie spent five years working with well-known Atlanta designer Stan Topol, assisting in a number of diverse design projects including restaurants and high-end residences. Williams earned his degree at Georgia Tech's School of Architecture and L'ecole d Architecture, Tolbiac in Paris. He has worked with prestigious Atlanta firms including Heery International and Brooks-Burr, managing a variety of contemporary and traditional design projects for both corporate office and custom private residences.

The trio of homes, all three stories with ample porch and deck space, will feature state-of-the-art amenities from today's top home manufacturers, including: Kohler kitchen and bath fixtures and faucets; KraftMaid, Woodmode, and Plain N Fancy cabinetry; a Lennox heating and cooling system; Jenn-Air, LG, and Thermador appliances; Country Floors tile; CaesarStone countertops; Regency fireplaces; Electrolux vacuums; Benjamin Moore paints; Lee Industries upholstered furniture; and Glen Raven fabric.

About *Traditional Home*

Traditional Home (www.traditionalhome.com), an upscale design and decorating publication targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000, and is published eight times a year.

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