

# Coastal Living's 2018 Idea House To Be Located In Beaufort, South Carolina

## 35th Idea House Presented by Coastal Living with Nine Sponsors for 2018

NEW YORK, June 27, 2018 /PRNewswire/ -- Meredith Corporation's [Coastal Living](#) announces that its popular annual Idea House is located in the Habersham community in Beaufort, South Carolina, a Coastal Living and Southern Living-inspired community. This year's home is open for public tours July 5 through October 28. It will also be featured in the September issue of Coastal Living magazine, available on newsstands August 10. There is a \$15 entrance fee and tickets can be purchased at [coastalliving.com/ideahouse](#) or at the Habersham Sales office, 22 MarketBeaufort, SC 29906. A portion of proceeds benefit The Boys and Girls Club of Northern Beaufort County. For more information, click [here](#).

"Each year, we build a home that represents the best of the coast—the design team, the building materials, the decorating products—and, of course, the location is everything. We wanted this house to be as special as the Coastal Living brand, and I think we nailed it," says Sid Evans, Editor-in-Chief, Coastal Living.

The 2018 Idea House features interiors by celebrated designer Jenny Keenan and is built by Allen Patterson Residential, LLC. The architecture for the project is designed by Eric Moser of Moser Design Group. The landscape architect is M. Brock Designs, LLC. The marsh front home showcases modern design trends and innovations while relying on classic coastal elements to maintain a timeless look. Keenan is known for her deft touch with color, pattern and texture and for her use of organic elements that make interiors feel casual and relaxed. Throughout the house, the architecture and building teams' commitment to light-filled spaces keeps the focus on the lush marsh views. The finished house plans (Coastal Living Cottage Plan Number 1986) will be available for purchase online at [www.coastallivinghouseplans.com/plans/SL1986](#).

There are currently nine sponsors of the 2018 Idea House whose products will be included in the home: AZEK® Building Products, Belgard, Carolina Lanterns & Lighting, Circa Lighting, James Hardie Building Products, Inc., LEE Industries, Lloyd Flanders®, Marvin Windows and Doors and VELUX Skylights.

"This year's Idea House is a big win in print and digital and on our social platforms for Coastal Living. We're continuing that legacy of introducing our audience to new ideas in coastal design, and we're excited to bring our sponsors to our award-winning Idea House program in Habersham," says Deirdre Finnegan, Publisher, Coastal Living.

In addition, Coastal Living and sister brand Southern Living are hosting a sweepstakes for consumers to enter to win a trip to visit one of the brands' Idea Houses from now until June 30. For more information, click [here](#).

### **ABOUT COASTAL LIVING**

The **Coastal Living** brand (<http://www.coastalliving.com/>) defines laid-back luxury for people who celebrate life along the coast. It serves a total audience of nearly 6 million affluent consumers with a passion for design, travel, food and style. COASTAL LIVING is part of Meredith Corporation, a leading content company that engages over 200 million unduplicated American consumers every month, including 85 percent of Millennial women. Follow COASTAL LIVING on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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The Meredith National Media Group reaches nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty, and fashion. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the United States, and The Foundry, the company's state-of-the-art creative lab and content studio. The Meredith Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

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