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FLORIDA HOME BUILDER

Official Magazine of the Florida Home Builders Association

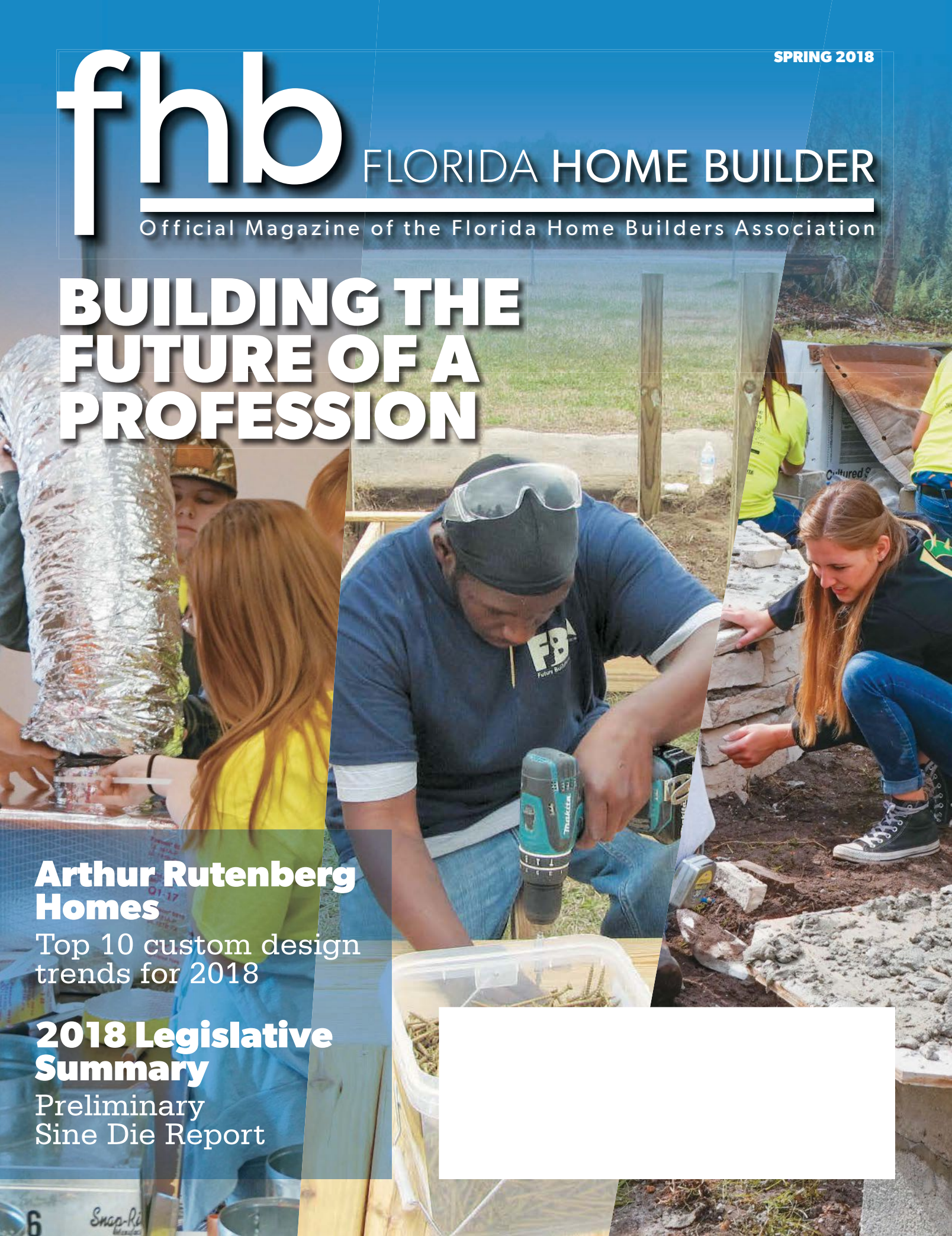
BUILDING THE FUTURE OF A PROFESSION

Arthur Rutenberg Homes

Top 10 custom design
trends for 2018

2018 Legislative Summary

Preliminary
Sine Die Report



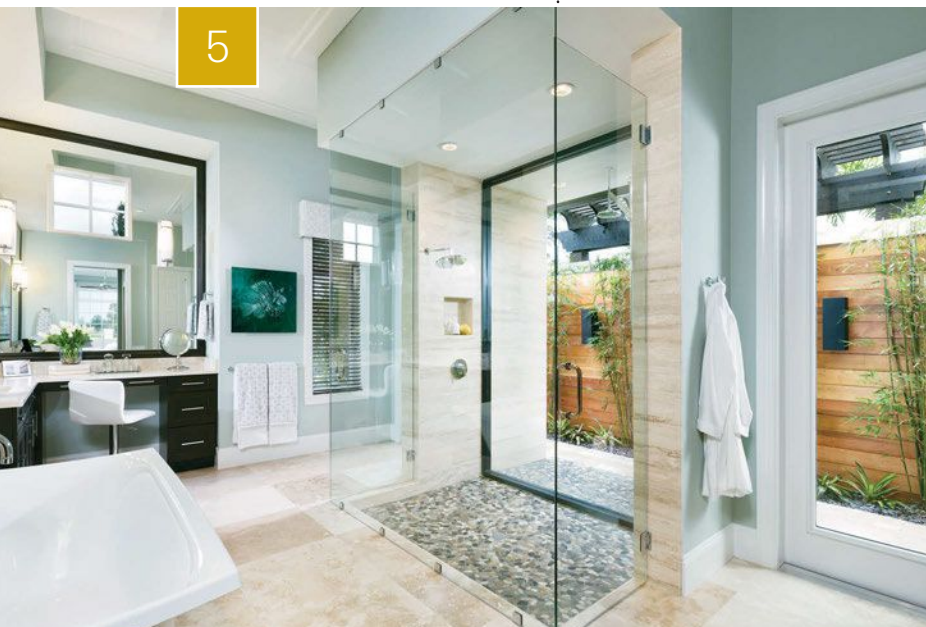
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Arthur Rutenberg Homes

Top 10 custom design trends for 2018

By: Kelley Vitorino

A forerunner in the industry, Arthur Rutenberg Homes, Inc. has influenced design trends and redefined the custom homebuilding experience for more than fifty years.

Considered a pioneer of home design, Arthur Rutenberg's reputation is synonymous with forward-thinking and innovation. In the 1960's, he introduced the split-bedroom floor plan, positioned the kitchen as the heart of the home, and designed with sightlines focused on outdoor living spaces. A proven visionary, Arthur Rutenberg developed the first system of independently owned and operated building companies in the nation. To date, Arthur Rutenberg Homes, Inc. serves franchises throughout Florida, Alabama, Georgia, Indiana, North Carolina, Ohio, South Carolina, Tennessee and Virginia. With an extensive collection of award-winning, regionally designed house plans and over 40 inspirational model homes, the home buyer has an established foundation to begin customizing their luxury dream home.

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[1] NEW IS IN... Unexpected plumbing fixture finishes have recently hit the market. Several manufacturers have introduced a new matte black finish that is versatile enough for a modern farmhouse, organic contemporary, or transitional interior.

[2] SHOW IT OFF... Dedicated wine rooms are taking wine storage to the next level. Custom wine bottle racks utilize suspended cables and/or metals rods to artfully display the home owners collection.

[3] CONTRAST IS KEY... Neutral palettes are still on trend, however 2018 adds some pop. A light exterior body color benefits from the added interest black windows and dark trim provide, while accents of deep neutral colors deliver drama and interest to a tone on tone interior.

[4] WARM IT UP... Grays are still popular but losing their cool. Warmer shades of gray paired with creams and beiges are influencing today's neutral color schemes.

[5] BRING IT IN... Blending interior and outdoor living spaces has solidified its importance in home design. In 2018, Master Baths are featuring wall to wall glass showers providing a clear view of a landscaped private courtyard creating an outdoor oasis that is just as enjoyable on the inside.

[6] MORE IS MORE... In today's market, the outdoor living footprint has become just as important as the bedroom count. Resort style pools with swim up bars, outdoor fireplaces, kitchens, sunken fire pits, and of course an abundance of comfortable seating are all elements designed to provide infinite entertainment possibilities.


[7] BIGGER IS BETTER... Large scaled tiles and slab material prevail when it comes to floor and wall coverings. The streamlined appearance and low maintenance of minimal to zero grout joints is always appealing.

[8] LIGHT IT UP... So much more than task illumination, lighting has become an essential part of design. Architectural details are incorporating high tech LED lighting to enhance the design and ambience of a space, while decorative light fixtures have grown in size and importance undeniably becoming the jewelry of the home.

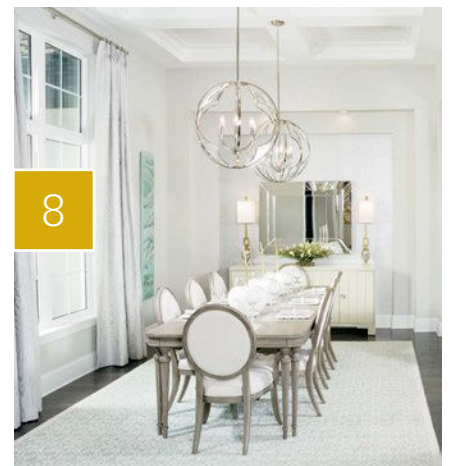
[9] UNIQUE IS CHIC... Interesting finish combinations are dominating the trends of 2018. Blending painted and organic inspired

wood grained cabinetry creates an unexpected and sophisticated finish combination.

[10] DETAILS, DETAILS... Whether its adorning a floor or wall and/or encompassing a ceiling, don't skimp on the details. Innovative materials and finishes have flooded the market recently. From authentic reclaimed wood planks to geometric shaped custom tiles and designer organic wallpapers in cork and book matched veneers, the customization possibilities are endless.

Kelley Vitorino is a licensed interior designer in Clearwater Florida. Her background includes construction drawing production, interior/ architectural detailing, and model home design and merchandising. She has written for Progress Lighting as well as the Arthur Rutenberg Homes website. Kelley has enjoyed almost 18 years with Arthur Rutenberg Homes, Inc. and looks forward to many, many more. 

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