



The New AMERICAN Home

The 2011 International
Builders' Show's crown
jewel is something entirely
different for Central Florida.
Only *Orlando Home & Leisure*
can offer you an exclusive
tour of this classically
styled masterpiece.

PHOTOS: (TOP) JAMES F. WILSON, (BOTTOM LEFT TO RIGHT) TIMBERLAKE CABINETRY, TIMBERLAKE CABINETRY, JAMES F. WILSON, (BOTTOM LEFT TO RIGHT) TIMBERLAKE CABINETRY, TIMBERLAKE CABINETRY, JAMES F. WILSON, TIMBERLAKE CABINETRY, JAMES F. WILSON, TIMBERLAKE CABINETRY, JAMES F. WILSON





Inside and out, the New American Home's style combines elements of Greek Revival architecture with other classical European influences.

ake Davis is an established downtown neighborhood that reflects pre-Disney Orlando, with an eclectic array of vintage homes and tree-lined brick streets surrounding a picturesque lake renowned for its trademark ducks.

This quintessential old Orlando neighborhood seems an unlikely place to showcase state-of-the-art building technology. But it's the site of the 2011 New American Home, a classically designed, 8,500-square-foot showplace that replaced a pair of modest bungalows spanning three infill lots.

Built by Continental Homes & Interiors of Winter Park, the New American Home was the centerpiece of the International Builder's Show, held in Orlando in January and sponsored by the National Association of Home Builders. The construction project was co-produced by *Builder* magazine and the National Council of the Housing Industry, a consortium of manufacturers and suppliers.

For the first time in its 28-year history the New American Home was pre-sold, although the buyers asked not to





FAST FACTS

Location: Lake Davis, Orlando

Size: 8,500 air-conditioned square feet; 11,000 square feet under roof

Lot size: 0.6 acres (23,293 square feet)

Cost: Approximately \$3 million

Builder/interior designer: Continental Homes & Interiors, Winter Park

Designer: The Studio, Alexandria, Va.

Architect of record: Donnelly Architecture, Beverly Hills

Landscape architect: Redmon Design Co., Maitland

Green consultant: Two Trails, Sarasota

Furnishings and merchandising: Furniture Brands Builder Services, Conover, N.C.

Lifestylist: Lifestyle Design, Dallas

Structural engineer: Structural Concepts & Design, Altamonte Springs

Energy consultant: IBACOS Consortium, Pittsburgh

Producers: National Council of the Housing Industry, *Builder* magazine



The dining room and the great room reflect Kate Clarke's quirky but luxurious style.

be identified for privacy reasons. Last year's home, in Las Vegas, was foreclosed on prior to completion. Previous homes, several of them in Orlando, have languished on the market and sold for far less than the original asking price.

"The economic conditions in Central Florida made building a high-end spec house highly impractical, if not financially impossible," says Bill Nolan, the project's task force vice chairman. "Having a buyer eliminated that risk and

resulted in a house that demonstrates the idiosyncratic nature of the current housing industry."

Indeed, the home itself is a breed apart from the pretentious, gingerbread-laden McMansions that seemed to dominate luxury custom homebuilding for the past decade. It's big, alright, but it's also elegant, beautifully proportioned and classically styled.

"It is reminiscent of custom Florida homes in Palm Beach, Miami and Sara-

sota from the 1920s," says Chris Donnelly, the Citrus County architect of record, who shares design credit with designer Michael Curtis of The Studio in Alexandria, Va.

"The home is something completely different for Orlando," adds Kate Clarke, who is co-owner of Continental Homes & Designs with her builder husband, Keith. "It's not too modern and cold but also not overly ornate. I would call it transitional." Others have described the



GREEN CERTIFICATIONS

- National Green Building Standard, Emerald Certification
- Energy Star Certification
- Florida Green Building Coalition, Platinum Certification
- Florida Yards and Neighborhoods Designation
- Florida Water Star Designation
- Progress Energy Home Advantage Program





The kitchen (left and bottom left) features a unique wood ceiling with a circular focal point and a custom-built island with an attached table. The wine cellar (below) has shelf storage and two Thermador refrigerators.



PHOTOS: (TOP AND RIGHT) JAMES F. WILSON, (BOTTOM LEFT) TIMBERLAKE CABINETRY

style as American Empire with Greek Revival elements.

The Clarkes both come from the United Kingdom. Kate was a hotelier who enjoyed interior design, while Keith was a fourth-generation builder steeped in Old World craftsmanship. In fact, he completed a four-year stonemasonry apprenticeship in York, England, before launching his own company to build custom homes and renovate historic structures.

The Clarkes bought a vacation home in Orlando 19 years ago and decided to stay. They believed that their European sensibilities would help them establish a niche for themselves in the competitive custom-home market, where buyers are particularly discerning.



“Our buyers tell us that our houses have a different feeling about them,” says Kate. “They have thicker walls; they’re more solid. It would kill Keith to do anything less than top-quality work. He comes from a background where craftsmanship is revered.”

The company’s first entry in the Parade of Homes, an annual event sponsored by the Home Builders Association of Metro Orlando, won top honors among custom homes priced at \$1 million or more. The same entry also won the competition’s Grand Award.

Since then the Clarkes have built

luxurious homes in a variety of styles in such neighborhoods as Windsong and Reunion. Kate says that a secret to their success is the fact that, unlike some custom builders, they haven’t been pigeon-holed in a particular style: “We like to say that if you can dream it and your architect can draw it, we can build it.”

Every ounce of the couple’s skill – and patience – was required for the New American Home. The compressed time-frame – just nine months – was already a challenge. But building a show home also means working with dozens of vendors who donate materials as well

as the sponsoring organizations and, in this case, buyers.

“Keith and Kate bring a sense of creativity to their projects,” says Winter Park builder Alex Hannigan, the task force chairman who personally recruited the Clarkes. “Kate brings style, grace and class, and Keith brings an extraordinary attention to detail and an understanding of the business. He’s a finisher; I admire that.”

The completed home wowed industry pros who toured it and introduced some intriguing new design ideas, including the master bedroom hub. The central



The swimming pool and outdoor living area are extensions of the master bedroom. The outdoor spaces are divided into different “rooms,” each with their own style. The outdoor blueprinting includes, in addition to the pool, a palm court, a hidden garden and an outdoor entertaining area.



hub room is a private, windowless, octagon-shaped space with comfortable seating, a fireplace and a television. Spinning off from the hub are the three “spokes” of the master suite, including a huge walk-in closet, a large bathroom with dual showers, and a spa tub and the bedroom.

The great room, gallery and in-law suite offer stunning views of the lake and downtown Orlando. Those rooms, plus the kitchen and family room, flow into the palm court, pool and outdoor entertainment areas.

The kitchen boasts a unique wood

PHOTOS: JAMES F. WILSON

The family room (below) is enhanced by wall nooks and inlaid floors, while the recreation room (bottom) is an ideal place for hobbies, homework and Internet surfing.



ceiling with a circular focal point at the room's center. There are two distinct cabinetry finishes and a custom island with an attached table. Wall finishes replicate the look and feel of suede.

Other "hidden gems," as architect Donnelly calls them, include a sculptural staircase that's tucked out of sight near an entryway, a tiny powder room off the circular dining area, a luxurious in-ground spa and a secret garden: "pockets of privacy and relaxation; oases from the modern world," adds Donnelly.

The New American Home features leading-edge green building technology and achieved Emerald status under the

PHOTOS: JAMES F. WILSON



Shown in Rushmore® Maple Hazelnut Glaze; Island Rushmore® Cherry Java

CUSTOM LOOK, YES. CUSTOM PRICE, NO.

With Timberlake Cabinetry, a custom look is a luxury that fits any homebuyer's budget. Everything in the New American Home was created from the vast array of standard Timberlake elements – from the doors of authentic hardwood to every architectural detail, organizational accessory and hardware accent.

The kitchen, a beautiful example of personalized style, is just the beginning. Timberlake cabinetry was used to tailor an easy, elegant style in the master bedroom and bath, study, kitchen and in-law suite living area as well.

A custom look begins with Timberlake's 16 quality crafted American-made collections in authentic maple, oak, hickory and cherry hardwoods. These styles are offered in dozens of finishes, from traditional lights to the furniture darks so popular today.

The result? Designers have the palette to create virtually any look they have in mind. Kate Clarke, lead designer on the New American Home, says of Timberlake's designer mindset: "No one said, 'you can't do that.' They made it happen."

Rushmore®, the featured cabinetry collection, gives clean, handsome lines and a decidedly contemporary appeal by pairing two distinct colors. The warm, light Maple Hazelnut Glaze cabinetry is a striking counterpoint to the rich dark Cherry Java Island.

The beauty of the cabinetry is enhanced by knowing hardwood doors, drawer fronts and cabinet frames are made from verified sustainably harvested, American-grown wood. In addition, because Timberlake cabinets are built in the U.S., the carbon footprint of projects on which they are used is reduced. That eco-conscious commitment has made Timberlake the first cabinetry product to be green-approved by the National Association of Home Builders.

Installations that are smooth, on time and complete are another hallmark of Timberlake's reputation. A proprietary, step-by-step process and advanced tracking technology help manage every detail of a project and keep all parties in sync.

Keith Clarke, owner of Continental Homes and Interiors, the builder of the Lake Davis home, said of Timberlake's work: "On the install, the whole team was great. They've been on site, checking everything. These people were on the ball and ahead."

Homebuyers can talk with their builder about exploring Timberlake's virtually infinite possibilities in design, color and accents. Together, they can develop the custom-chosen combination that creates a unique vision of style.

7443 Emerald Dunes Drive, # 100
Orlando, FL 32822
(407) 857-9081
timberlake.com

Wine storage in the library (below) is a unique touch. "It's a striking display for the owners' collection and infuses their passion into everyday life instead of hiding it away in a dusty wine cellar," says Kate Clarke. The in-law suite (bottom), located above the six-car garage, offers all the comforts of the main house.



National Green Building Standard certification program. That's the highest of the four levels of achievement in resource efficiency that the standard recognizes.

The home's green building features include masonry block construction for exterior walls, a solar-assisted HVAC system, a solar hot water heater and spray foam insulation. It also includes Energy Star-certified appliances, low-VOC paints and adhesives, formaldehyde-free wood cabinetry, a greywater recycling system and a whole-house automation system.

So what's all this luxury and technology worth? Probably around \$3 mil-

PHOTOS: JAMES F. WILSON



CLOSET FACTORY

Closet Factory is celebrating its 28th year nationally and their 13th year here in Orlando. "With over 10,000 satisfied clients, we must be doing everything right," says Jack Green, president, who bought the company in 2003. "I've seen Closet Factory set itself above everyone else in product design and value. All our teams work together to make sure each client's project fits their needs perfectly."

Closet Factory treats every project as a unique opportunity to design a new masterpiece and to give someone's life more order, more serenity and even more beauty. At Closet Factory, every storage solution is custom and produced to order in our local Longwood Factory.

In the New American Home, a master closet system features custom-made espresso door and drawer faces with brushed aluminum accents. The tall brushed aluminum doors are highlighted by etched glass inserts.

Armoires are featured for sweater and shoe storage. They're hidden behind horizontal reeded glass and boast brushed aluminum toe-stop fences. A wall-mounted tie and belt cabinet, matte Lucite dividers and a metal slat wall provide the perfect organizational solution for accessories - with style as the main component.



Closet Factory offers custom closets, home office suites, entertainment centers, murphy beds, pantries and garage systems. Visit the company's new show room at 620 North Orlando Ave in the Maitland Exchange Building.

1620 Timocuan Way, Ste. 124
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800-398-8091 · 407-767-7111
closetfactory.com/orlando

CONTROL4

Control4® makes it possible for practically any device to intelligently communicate with other devices in the home - from locks to lights, doors to drapes - and puts you in control of your home whether you're there or not. Status notifications can be sent to the homeowners via email when they're away.

The New American Home features a fully automated, high-tech marvel of new innovations. Its motorized draperies, lighting controls, integrated music and multi-room video systems tie into the Control4 system. The security system includes perimeter surveillance plus a burglar alarm tied to smoke detectors. Lighting controls facilitate harvesting natural light through mechanical shade and blind controls.

The HVAC equipment and solar power system also integrate with Control4 technology. That's why a typical three-bedroom home powered by Control4 may eliminate more than 850 pounds of carbon emissions per year - the equivalent of not driving a car for a month.

Control4 technology lets homeowners manage their automated home through any of the home's flat-screen televisions, touch screens and even from their iPhones,



iPads or PCs.

As the most open and affordable control solution on the market, Control4 is the platform of choice for any home or business requiring an intelligent and affordable solution.

control4.com



lion, say the Clarkes, although about \$1.6 million in products and materials were donated. For more information about the New American Home, visit tnah.com.

The master bedroom (above) is one spoke of a hub of rooms radiating from an octagon-shaped seating area. The master closet (left) is fashioned from wood fronted by etched glass. There's even a seating area between two chests of drawers.

PHOTOS: (TOP) TIMBERLAKE CABINETS; (BOTTOM) JAMES F. WILSON

ROBERT H. PETERSON CO.

Harold Keck had the idea to create a charcoal barbecue grill that could be built into an outdoor structure. That was more than 73 years ago, and since then consumers have fallen in love with grilling and outdoor entertaining.

In 1949, while enjoying a romantic fireside dinner with his wife in a Pasadena restaurant on a chilly night, Bob Peterson heard the restaurant owner complain about the fire burning out too quickly.

Peterson, an engineer by trade and an inventor at heart, used materials in his metal fabricating shop to make a ceramic refractory cast-log set with a simple gas burner. That's how Real Fyre Gas Logs were born.

Today, Fire Magic Premium Grills and Real Fyre Gas Logs are manufactured in Robert H. Peterson Co.'s state-of-the-art, 220,000-square-foot factory in California. The company maintains stringent standards of manufacturing excellence and customer service established by Peterson and three generations of the Keck family.

Create the ultimate outdoor kitchen with Fire Magic's vast array of gas, charcoal and electric grills,

side cookers, refrigeration options, storage access doors/drawers and beverage centers. Or select a stand-alone unit on heavy-duty wheels for ease of movement.

Real Fyre features over 50 different styles of gas logs in both vented and vent-free applications. Add a remote control and you've got the ultimate in comfort and relaxation.

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A Town & Country Luxury Gas Fireplace is more than just a fireplace. It's an architectural feature, a sophisticated statement – and an investment in quality.

Since its inception, Town & Country has been a leader in the hearth industry. They invented the Clean Face fireplace, with no louvers to obscure the opening, a flush hearth so the fire can be set at floor level and large, lifelike flames that successfully emulate the look of a wood-burning fire.

Town & Country has expanded its Design-A-Fire concept to include eight different models, nine different fires and eight firebox liners – all interchangeable, resulting in more than 200 different configurations. All models can be direct-vented or power-vented and include award-winning Maestro controls that are smart-home compatible.

Town & Country remains a high-quality product made with premium materials and skilled craftsmanship. Its fireplaces have received recognition from the best in the business, including awards from the IIDEX/NeoCon show, Canada's largest interior design show, and from

Hearth & Home through its VESTA awards.

The company offers a limited lifetime warranty and a North America-wide network of dealers committed to providing the utmost in service and support.

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2011 NEW AMERICAN HOME SUPPLIERS

The New American Home is a collaborative effort that depends heavily on suppliers to provide state-of-the-art products and materials. In some cases, trade associations or parent companies are shown first and individual companies with which they are affiliated are shown beneath in italics. Altogether, suppliers contributed more than \$1.6 million in products and services to the New American Home.

NATIONAL COUNCIL OF THE HOUSING INDUSTRY (NCHI) SUPPLIERS

American Gas Association
TECO
Four Season Gas Supply
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