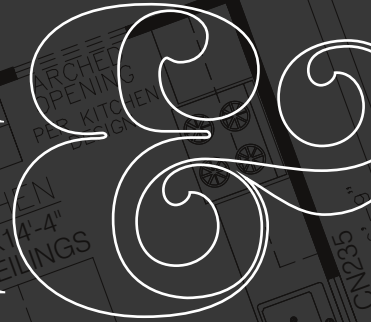


Design Trend



MASTER PLAN HOMES



2021

ISSUE 6

Project Profile

The Avellino Modern Rustic

The Modern Rustic plan found in the beautiful community of Avellino, boasts an incredible open concept architectural layout with clean, linear features, while utilizing warmer rustic and earth tones to blend the two looks together. Upon entering the home, the fireplace and large stone column accents are hard to miss, as they incorporate visual detail, to break up an otherwise open space. In an open floor plan such as this, wall space is a rare commodity and assuring that each of these spaces serves the greater purpose of continuity throughout the room is crucial. This is why we combined the same stone from the pillars and fireplace to small visible areas of the walls for stone adornments, which pulls focus to the center of the room, where the social area resides, without adding distracting pieces such as paintings or sconces.



Open to the dining room, foyer and kitchen, the stone columns and fireplace are used both for structural supports and natural transition points from foyer to the living area. With the limited, or in this case non-existent wall space,

the fireplace is used as the primary focal point in the room, as well as mounting the TV. While so many home owners love the fireplace mount television set, its important



See more of this home on
INSTAGRAM

to think about the optimal viewing height. When mounting a tv in this fashion you must consider the angle of view, the interference with objects (including traffic flow of the space), and the safe distance from a heat source. In this design, a linear fireplace was used. While this fits perfectly with the aesthetic of the home, it also helps accommodate the mounting height of the TV. This same theme carries over to the absence of a hearth and mantle, by eliminating these common fireplace features we further pushed the clean, straight lines, juxtaposed against the organic textures of the stone, in an interesting and elegant manner, while still allowing for the tv to be mounted lower to the actual fireplace unit and at more of the optimal viewing height. This meant that it could be viewed by any seat in the room and above the seated viewer's head while still remaining fully visible from the kitchen space.



See more of this home on **houzz**

Another challenge with an open floor plan is the transition of flooring from one room to the next. Each room lends itself to a specific product, not just for visual appeal, but also for its utility and function, such as a porcelain, ceramic or stone preference in mudrooms, kitchens or other high traffic areas. We chose to emphasize the division of space with the flooring areas, by not only choosing the correct functional surface for each room, but also creating contrast in an effort to segment the space. In addition, we utilized alternating ceiling heights, ceiling textures and headers that help naturally transition the flow from room to room. In this specific home, the desire was to incorporate stone in the kitchen and hardwood in the main living area, while keeping the open flow through the home. By creating a transition with a header and stone columns, the natural segue was created from the two varying floor options.



Another striking feature of this home is the coffered ceiling, which was brought to life through illumination via LED tape lighting in the living area which serves to define a border and naturally create distinct zones in these open concept floor plans. When you think of a coffered ceiling, often times a very traditional look with heavy crown moldings may come to mind. With this modern rustic style, we were able to keep to a defined linear look by wrapping the coffer in drywall with slightly rounded edges and hiding the lighting in the recess.



AVELLINO

il Legato

Learn More About The Avellino Community And Others at MasterPlanBuilders.com/communities



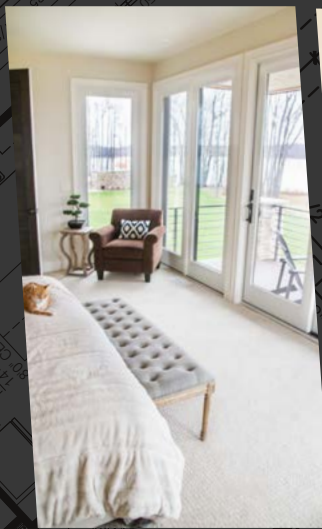
Adding varying and contrasting wood tones to the clean, contemporary feel, was another way to generate a blend of modern and rustic. Stained cabinetry, promotes the grain textures and warmth from the typical cooler toned palette. With such a large and open kitchen, two complimentary stain colors were selected to add vibrance, while keeping the wood species the same. Both color selections blend with the hardwoods in the adjacent room, without completely matching, further expanding on the “custom feel” and allowing the rooms to breakaway from a repetition. The hardware on the cabinets, while simple in style, accents with a pop of color to break up any visual monotony that could occur. The kitchen’s industrial elements including the lighting and island stools make a bold statement, and were designed to compliment the dark bronze Andersen windows that are seen throughout the home.

The dinette area has a vaulted tray ceiling with a stained pine tongue and groove, which yet again, allows for the ceiling to highlight the natural transition from room to room. This is an excellent, yet simple way of convincing the eye to see distinction and separation, when there otherwise may be none.

In the master bath, tile covers most of the room in a mono-tone palette building a sense of clean, calm, continuity. The raised claw foot tub sits on a pedestal bound by custom formed hardwoods and the vanity showcases the popular “Jack and Jill” sink flanked with modern tubular sconces that serve to elongate the vast wall mirror. The bath fixtures in this home truly compliment the style and purpose of the design with their oil rubbed bronze finish, tying together the aforementioned window frames, furniture and lighting fixtures.

One final space in this home that deserves noting is the hall way leading up to the master suite. This area features floor to ceiling stone and a beautiful and intricate pendant lamp that makes the u-shaped staircase feel as if it never ends, expanding it’s visual height, and isolating the master from the rest of the home.

We hope you enjoyed this quarter’s featured home and if you have any questions about building or remodeling always feel free to contact us by phone, web, or email. For a wealth of information on the building process, financing a home, housing market tips, and new products and trends check us out on YouTube. Keep an eye out for next quarter’s issue where we will be featuring more of our showcase homes!



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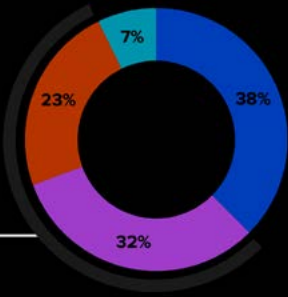
Home Building & Remodeling Trends

Kitchen Layouts Are Changing

Amongst the survey of homeowners that are remodeling their kitchens, close to half of them said that they would be altering the space of their current kitchen in favor of one that better suits their lifestyle. The most popular of the new layouts is the traditional “L-Shape” design, this plan features walls perpendicular to each other and in many cases features an island in the center.

Kitchen Island Renovations

- No change, no island
- Add an island
- Upgrade an existing island
- No change, keep island as is



55%

Add an island or upgrade an existing island

*Content sited from the "2021 U.S. Houzz Kitchen Trends Study"

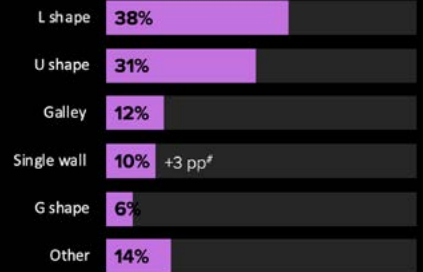
More Than Half Of Remodeling Projects Are Adding Or Upgrading An Island

Thinking about an island in your kitchen? You're not alone! A majority of homeowners are either adding an island to their kitchen layouts or upgrading the one they currently have, and almost none are planning on leaving their current island as is!

Kitchen Layout Changes

44%

Change kitchen layout



*Content sited from the "2021 U.S. Houzz Kitchen Trends Study"

CABINETS, CABINETS, and more CABINETS!!!

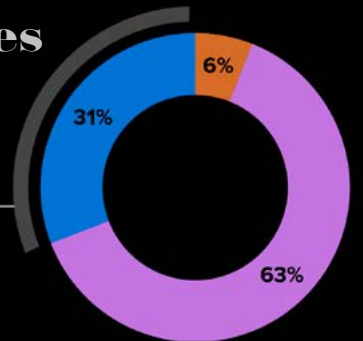
The numbers don't lie, people want to update their cabinets! Cabinets typically serve as one of the “faces” of the kitchen, bath, or virtually any space they're installed in. This explains why the first areas people typically gravitate toward are spanning surfaces such as cabinets and flooring. While most homeowners have chosen to start from scratch and update the entire cabinetry set, approximately one third of the audience choose to update at least a portion of it.

When referencing the approximate third of “Partial cabinetry upgrades”, it's important to note that the exterior face of the cabinet remains the most popular partial upgrade. Another new trend that has been spotted by kitchen renovators, is that a portion of their projects are calling for a “partial” new cabinet installation and not just a re-facing of cabinets, but an addition of something entirely new, to their current look.

Continued on Back Cover

Cabinetry Upgrades

- Do not replace or upgrade cabinets
- Replace all cabinets
- Partially replace cabinets

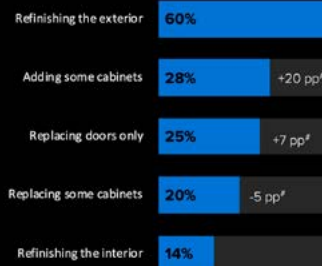


31%

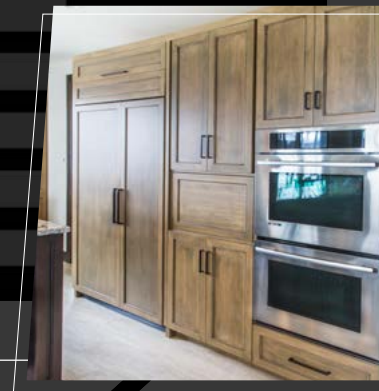
Partially replace cabinets

*Content sited from the "2021 U.S. Houzz Kitchen Trends Study"

Improvements Among Partial Cabinet Upgrades**



*Content sited from the "2021 U.S. Houzz Kitchen Trends Study"



Looking To Remodel?

Is it finally time to update your space? Did you know that 93% of the homes in the tri-county area were built prior to 1995? Chances are, your home could use some new looks! Whether you're looking at a full scale remodel with cabinets, countertops, and flooring, or would just like to tackle one space at a time. Master Plan Design offers the tools, products and services that can get your project started with some of today's latest trends. If you have been reading through Design & Trend or other home magazines, and desiring that dream kitchen or bathroom, *don't wait, contact us today!*



To Begin Your Remodel Contact Us at 330-549-0692 or email info@masterplanhomes.com

Home Building & Remodeling Trends (Continued)

Kitchen Storage Is a Major Focus

As the pandemic has shifted focus in the valley and across the globe, brining to light the value of a home, the industry is seeing an increase in cabinetry renovations and an increase in the amount of storage solutions in the kitchen. This demand has caused many people, whether building or remodeling, to make their kitchens work for their daily routines, even when sticking with a similar layout and square footage. Nearly all homeowners (94%) renovating their kitchens improve the cabinetry in some way, according to the report. Most (63%) are replacing the cabinets entirely, while 1 in 3 opts for a partial cabinet upgrade.

Kitchen Island Color & Finishes Stand Out

Of homeowners who are renovating their kitchen, more than half add an island or upgrade their existing island (55%). Nearly two-thirds of renovated kitchens feature an island (63%). While

neutrals are popular for wall cabinetry, many renovating homeowners (41%) are choosing contrasting colors for their kitchen island cabinets. Blue (27%) and gray (20%) are the top contrasting color picks among those who choose a contrasting island color, whereas just 13% are choosing these colors for their main cabinetry.

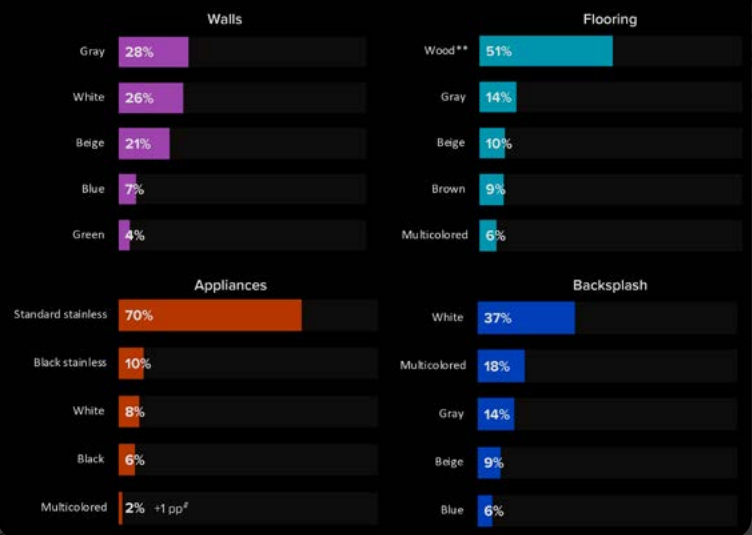
Healthier Lifestyles & Socializing Hubs

Nearly a third of homeowners who renovate their kitchen report having a healthier lifestyle after the project. Nearly all homeowners who renovate their kitchen cook there post-renovation, and more than two-thirds of homeowners also dine in their renovated kitchen.

Gray Walls & Wood Floors Are Favorites

Kitchens continue to feature neutral tones of gray, white and beige on wall surfaces. However, grey and white are coming closer to an even spread year over year. Wood tones dominate in flooring, while stainless steel maintains its lead for appliances. That said, some kitchen renovators are going for somewhat colorful, alternative looks, including blue walls, gray flooring, multicolored backsplashes and black appliances (10% choose black stainless and 6% choose another material in black).

TOP COLORS IN KITCHENS



*Content sited from the "2021 U.S. Houzz Kitchen Trends Study"

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DIRECT: 330.398.6606
ZACH@MASTERPLANHOMES.COM



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