

NKBA/MEREDITH DESIGN IDEA CENTER

YOUR KITCHEN. YOUR BATH. YOUR WAY.

Designs for every lifestyle and life stage. **By Diana Tuorto**



Partnering with the NKBA at K/BIS 2008 in Chicago, five Meredith Corporation editors paired up with five NKBA-certified designers to create unique kitchens and baths that represented several of Meredith's consumer publications: *Better Homes and Gardens*®, *Country Home*®, *Kitchen and Bath Ideas*®, *Midwest Living*® and *Traditional Home*®.

For the third year, the National Kitchen & Bath Association/Meredith Corporation Design Idea Center was one

of the most highly trafficked locations on the K/BIS show floor.

Capturing the 2008 theme, "Your Kitchen. Your Bath. Your Way. Designs for Every Lifestyle & Life Stage", the expansive space was filled with beautifully realized kitchens and baths. Each of the consumer titles occupied a portion of the 10,000-square-foot booth space and constructed a full-scale vignette, complete with

custom cabinetry, innovative storage, and well-appointed decoration.

These kitchens and baths were based on the characteristics of each magazine's readership. Every woman has a different set of needs for these all-important spaces in her home. Her passions, professional and personal pursuits, and life stage are among the many elements that shape her individual approach to what makes sense for her lifestyle. Whether she's a young professional, just starting a family, a mom-on-the-go, or an active empty nester, this year's Design Idea Center focused on her life and her home.

Better Homes & Gardens' "Everyday Easy" kitchen, designed by Mary Jo Peterson,

CKD, helps busy families function more efficiently with an ultra-organized, eco-friendly design that makes it easier to get dinner on the table, keep daily tasks and clutter under control, and spend time together in a space that's as much a family room as it is a kitchen.

Designed by Erica M. Smith, CKD, CBD, *Country Home*'s space featured a kitchen, mudroom, and laundry/multi-task room to serve young families, giving them products that feature the style they want and the durability they need, without going over budget.

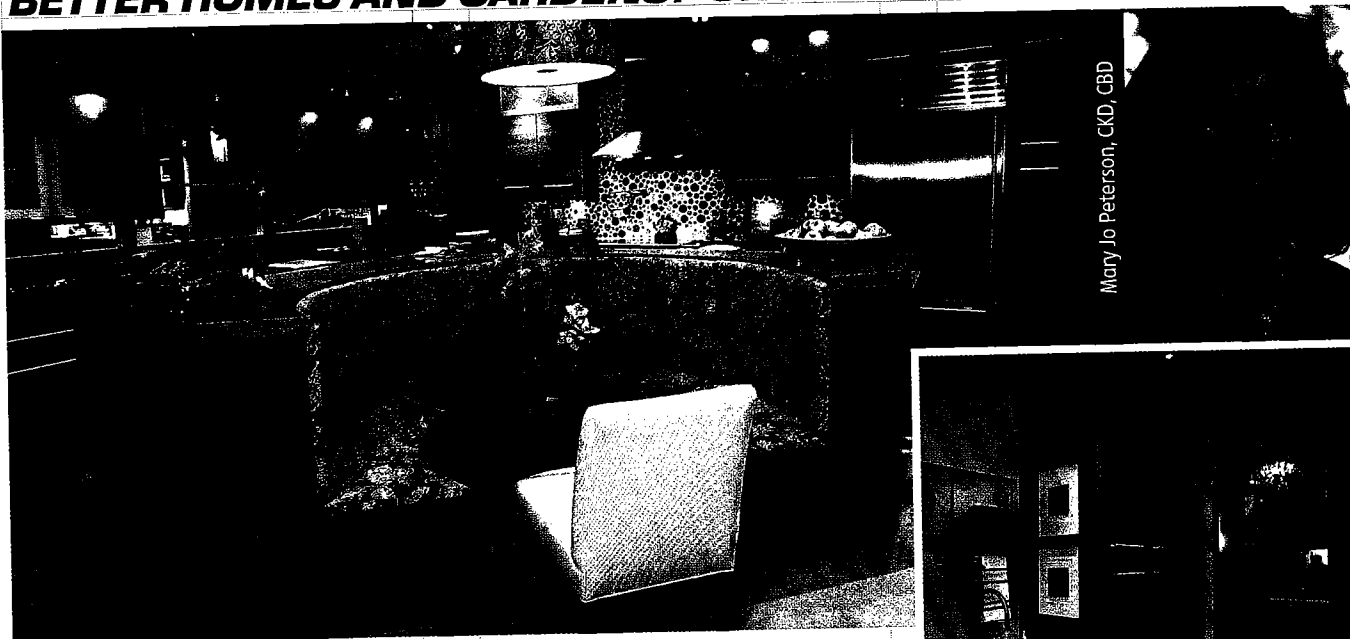
As the kitchen is often the hub of households with teenagers, Janice Pattee, CKD designed *Kitchen and Bath Ideas*' teen-friendly space with the ability to morph into an idea entertainment space where adults enjoy gathering.

As 78 million baby boomers head toward new phases in their life journey, many are looking to stay in their homes for years of cooking, entertaining, and active living. Under the guidance of Liz Firebaugh, CKD, *Midwest Living* created the ideal rooms to enjoy the years ahead.

Traditional Home's ultimate bath suite, designed by Toshie Lim, CKD, CBD, combines luxurious shared spaces with "His and Hers" personal touches, allowing a couple to comfortably and efficiently meet their daily needs in an environment that's as relaxing as it is technologically connected.

In the pages that follow, you'll learn more about these fresh designs and the inspiration that drove each of the five designers to create them.

BETTER HOMES AND GARDENS: ORGANIZER-IN-CHIEF



Better Homes and Gardens' "Everyday Easy" kitchen was designed by Mary Jo Peterson, CKD, CBD to improve life for busy families. This super-organized, eco-friendly kitchen makes it easy to get dinner on the table, keep everyday clutter under control, and spend time together in a space that's as much family room as it is kitchen. This kitchen, pantry, and mudroom space from Better Homes and Gardens, with meticulous organization, low-maintenance materials, and eco-friendly solutions, buoys a working couple and their active kids.

"This family is on-the-go, but their

home life is relaxed and meals are nurturing," said senior interior designer Joe Boehm. Simple, stylish materials carry on the "Everyday Easy" mantra. True linoleum flooring is soft underfoot in a variety of hip colors. Countertop materials and cabinets are contemporary, yet warm and comfortable.

"The kitchen isn't too uniform—mixing it up personalizes the look," said Boehm. Part of manageable maintenance means assigning everything to a place for clutter control. A small appliance area in the pantry stores little-used pieces, such as the bread machine and stand mixer.

Cabinets contain further organizational systems inside.

"You know what you have because it's right there, totally organized," said senior deputy editor Oma Blaise Ford. "The cabinets are even organized by food eaten at certain times of the day." With concern for the environment at the height of American consciousness, this space enables an eco-friendly lifestyle for a typical family.

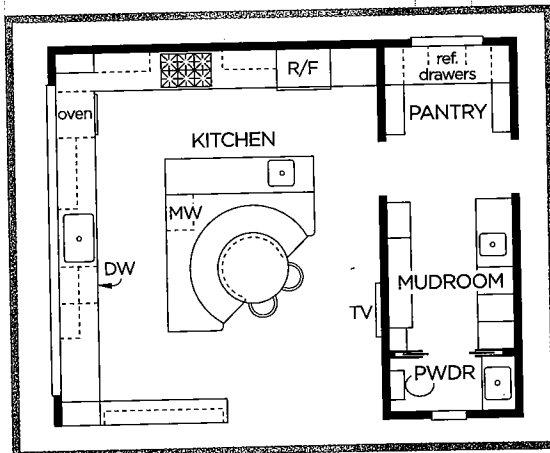
"They want to make decisions

that are environmentally friendly in small ways," said Boehm.

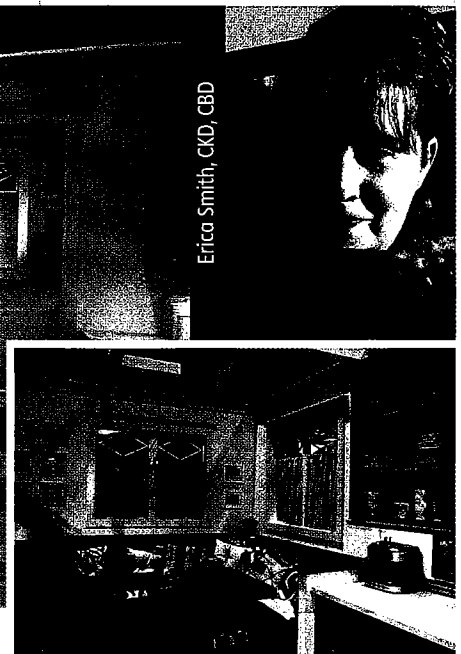
A super-organized recycling center streamlines the practice. Countertops and tiles on the cooking backsplash are made from recycled glass. Linoleum flooring is derived from natural materials. Most importantly, the space supports family togetherness. A substantial banquette is the heart of the design, a gathering space with storage for all. Like the rest of the room, the design makes the everyday easier.

"This space is focused on organization, clever storage, easy maintenance, and opportunities for family time, whether spent at daily tasks or just relaxing together," added Peterson. "It is also mindful of the desire for living a greener life."

"People want spaces that really work hard for them," said Ford. "This kitchen centralizes everything and helps Mom and Dad have the energy to do everything they want to do for their family."



COUNTRY HOME: MOTHER STARTING OUT



Country Home's kitchen, mudroom, and laundry/multi-task room work hard for a young family without sacrificing style. Designed by Erica M. Smith, CKD, CBD, this kitchen's durable surfaces mimic traditional marble, soapstone, and reclaimed wood. The design includes flexible, functional spaces for growing families.

"This design is for a young mother and reader of *Country Home*," said Smith. I created a space that was open, inviting, and easy to care for. The materials include glazed cabinetry to disguise the natural distressing that happens throughout the years, Corian countertops that have the look of marble—without the worry—and floors that can handle almost anything."

When you're designing a kitchen for a family, it means creating a thoughtful space with hard-wearing materials that stand up to tricycle wheels, oceanic spills, and dropped dinnerware. "These rooms won't wear out in three years—this crew doesn't have the time for a do-over anytime soon," said *Country Home* Editor Karman Hotchkiss. "It's a neutral palette that will wear well, with a lot of texture and interest."

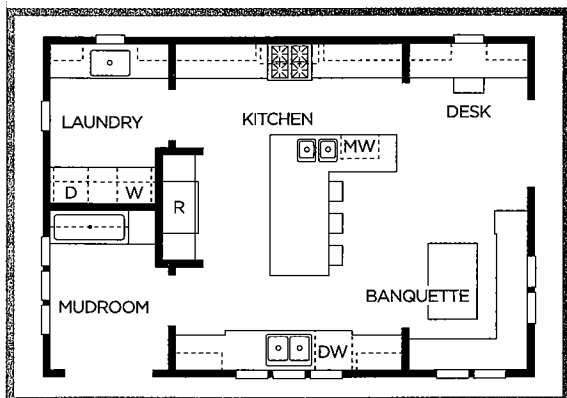
The space is also fresh with new ideas, such as a technology charging station at the kitchen desk and a double-decker countertop. Faux materials wear harder than the real deal. Antiqued laminate flooring mimics reclaimed wood, yet lives better in rooms that catch a lot of spills. Rugged engineered countertops have the look and feel of marble and soapstone.

"These are modern products with serious longevity," said Hotchkiss. "They're new, but you still have the patina, the lived-in feel." The built-in banquette exudes the same feeling. "It isn't as formal as a dining room, but if we're

eating in the kitchen, we're not sacrificing," added Hotchkiss. "It's a way to have an official family meal, conveniently, in the kitchen." Everyday tasks that don't really have a home receive dedicated real estate here—think repotting a houseplant or washing the family dog. As homeowners increasingly demand built-in spaces for various household work, the trend is to include them—and make them attractive.

"Kitchens are the main gathering space in homes today and need to be useful for many tasks, so that busy families can spend time together," added Smith. "This is a kitchen with multiple work spaces, areas for entertaining, storage around every corner, and many places for crafts and even homework!"

"Having dedicated spaces, such as a mud room and a gardening room, assigns tasks to a certain location. That cuts down on the clutter and makes the work of life more streamlined," said Hotchkiss. No more cutting flower stems over the kitchen sink, or piling laundry in the kitchen before your next trip down rickety steps to a dank basement. This leaves



KITCHEN & BATH IDEAS: HOSTESS EXTRAORDINAIRE



Janice Pattee, CKD



Janice Pattee, CKD designed the *Kitchen and Bath Ideas* space for a mother with two teenage children. The space is a hardworking, multi-room venue that's versatile enough to be a hangout and homework spot for the kids, yet transforms easily into an ideal space for grown-up gatherings.

Flexible, harmonious, and friendly, the *Kitchen and Bath Ideas* display was designed to serve a family with teenagers. "The kitchen accommodates everyone," said KBI editor Linda Eggers. "It's great for teen gatherings and morphs easily into a place for Mom and Dad to host friends, too."

"I needed to create an area that would encompass a kitchen, butler's pantry, laundry room, and mudroom for an active family," said Pattee. "The kitchen and adjacent areas were designed to not only focus on the different work zones and their storage needs, but also to encourage family interaction. The areas needed to be multipurpose and flexible so that during the day they could accommodate a group of teenagers gathering after school. By night, the space converts into that perfect place for the parents to entertain groups of friends."

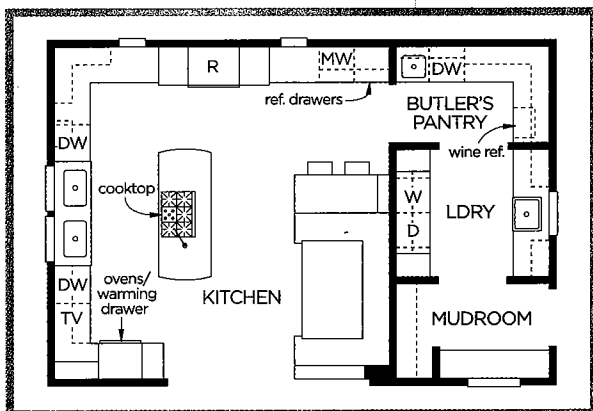
The banquette is a focal point with wireless Internet access and a large TV in viewing range. Sporting work zones with different cabinet finishes and door styles, the storage-filled main kitchen boasts visual variety. The refrigerator, hidden in an armoire with a darker finish and different door style than its surroundings, shares the same deep finish and style as the island base. Around the breakfast center, off-white cabinets

and distinctive doors break rank as a casual gathering spot.

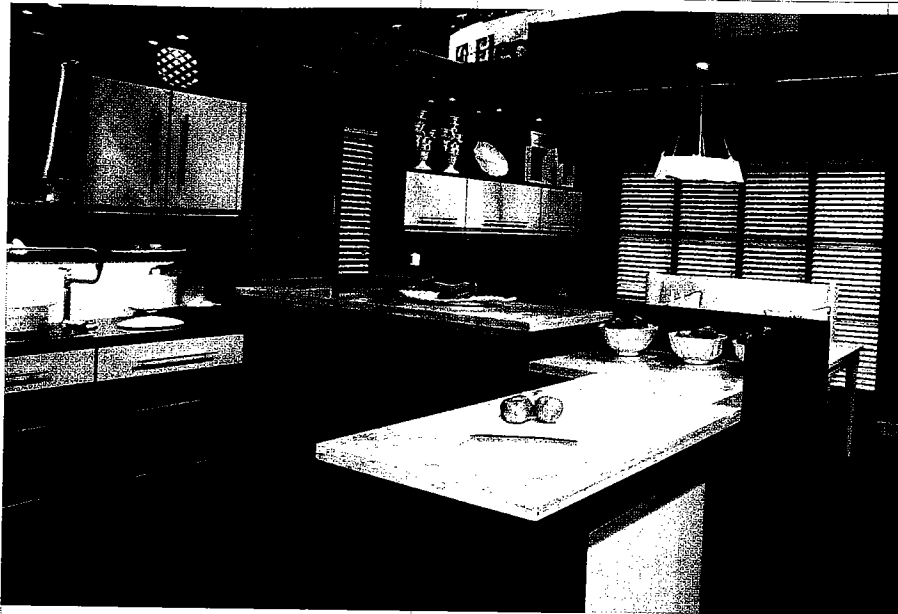
Harmonious work zones allow for teens to have a snack at the breakfast bar in Mom's company, but out of her way, while she whips up dinner. Side-by-side sinks allow two family members to work efficiently.

A butler's pantry transforms the kitchen into party central, while an adjoining laundry/potting room and mudroom keep dirty work out of sight. These are dedicated spaces, and right on trend. "Kitchens today are designed so people can be together, but stay out of each others' hair if they're working on different tasks," said Eggers.

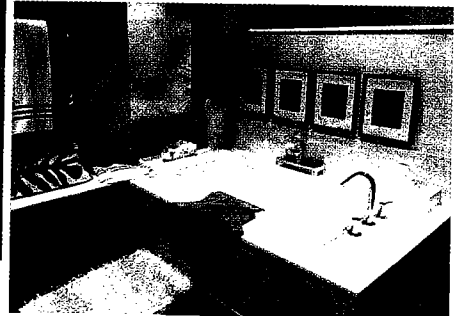
That's about as much as you can ask for a busy family—and the kitchen that serves them.



MIDWEST LIVING: FUTURE THINKER



Liz Firebaugh, CKD



Midwest Living's kitchen and master bath spaces, designed by Liz Firebaugh, CKD, for an empty-nester, baby boomer couple, enrich this life stage with bold style while accommodating "aging in place" conveniences—smart choices for now and the future. Most boomers can afford to renovate, and they're doing it their own way. This boomer couple has realized the kitchen of their dreams—one that will accommodate them in style, ease, and comfort over time. "They've been looking forward to this phase of their lives," said Senior Home and Projects Editor Carol Schalla. "This space is sophisticated and bold. It's an expression of the couple's independence."

"Our goal was to design a convenient, ergonomic, yet beautiful and sophisticated surrounding," said Firebaugh.

"Ambiance was created with a floor to ceiling window in the kitchen and 'floating' sinks in the bathroom, all accented with glossy cherry and white cabinets with cornflower blue splashes of color."

Well-designed kitchen amenities ensure comfort in the couple's retirement years. Placement is key; dishwasher drawers, lower cabinets, and a convenient-height oven and microwave keep necessities in easy reach. Lever and bar handles on the faucets and cabinets, and a foot-controlled pot filler, make cooking maneuvers easier. With 46-inch traffic

patterns, the rooms can also accommodate wheelchairs.

"This couple is spending time together in the kitchen, instead of rushing to put a meal on the table," said Schalla. "They're cooking for each other, and in this layout, cooking becomes even more convenient and pleasant."

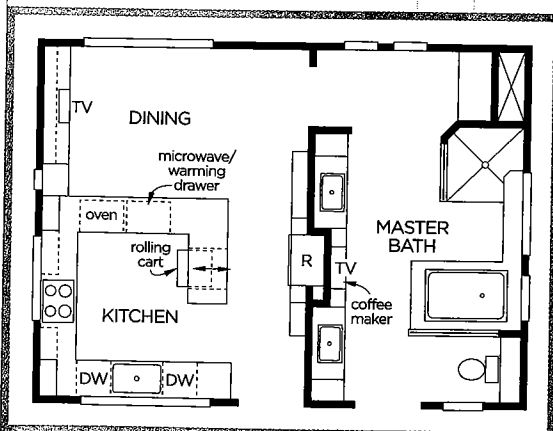
In the bath, a comfort-height toilet and decked tub make getting up and down easier.

A low threshold and bench increase shower accessibility. Floating sinks for him and her leave room for seating underneath.

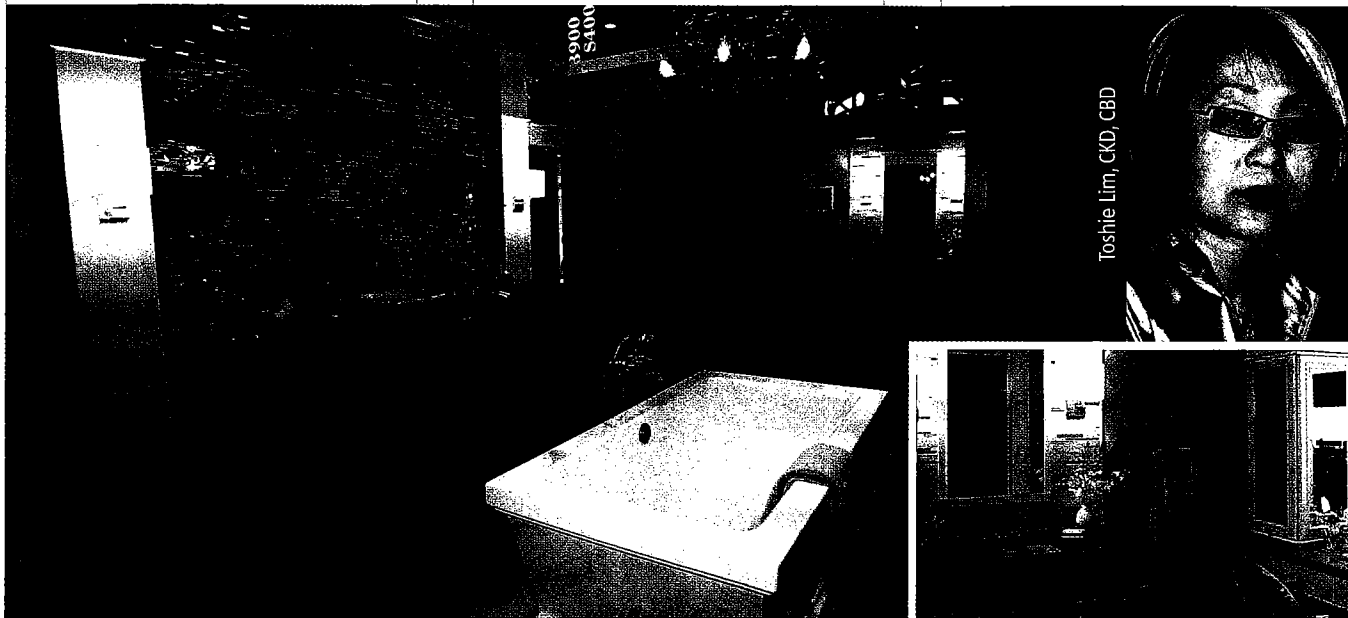
"All of this makes sense for limited reaching and bending," said Schalla. "But it works for anybody, ergonomically." Technical details of the home leave room for design trends. Large windows welcome the outdoors, and furniture-like cabinets float in front of floor-to-ceiling windows on the kitchen sink wall.

Two-toned cabinets in glossy cherry and white and cornflower blue, along with the white countertops, strike a contemporary pose against stone walls, rustic flooring, and ceiling beams. Gorgeous splashes of shape and color turn the bath into modern art. Mercury glass pendants frame glass sinks. Blue tropical print wallpaper is complemented by elegant white wall mirrors. A touch of shimmer from glass tile, metallic wallpaper, and translucent countertops reflects a water wall.

"The whole idea with the boomer generation is that none of this looks geriatric," said Schalla. "All the comfort features are subtle—this isn't nursing home style. It's all very chic, high-end, and sophisticated."



TRADITIONAL HOME: SAVVY YOUNG PROFESSIONAL



Toshie Lim, CKD, CBD

Traditional Home presents the ideal his-and-her bath suite for young professionals—educated, affluent, and brand-savvy consumers who are confident investing in a home environment uniquely suited to their personal lifestyles.

Successful relationships thrive on a balance of intimacy and personal freedom. In this master bath suite, designed by Toshie Lim, CKD, CBD, a couple can share space or retire to a private retreat. Just as it balances shared and private space, this design blends classic and modern ideals. A traditional symmetrical layout unfolds alongside such timeless details as ogee moldings, and an X-motif. Furniture-like cabinetry, European-style plumbing fixtures, and contemporary media features offer a modern edge.

“The key for a successful marriage is to enjoy togetherness while keeping privacy,” said Lim. “A couple can enjoy sharing the spa-like two-person tub, but on busy weekends, they need their separate spaces. To express their individual personalities, two completely different color palettes were used in his and hers private areas.”

The black-and-white color palette, used in combination with rich wood finishes, nods to the set design of classic Hollywood films. Shimmering mirrors and brushstrokes of pale watery blues and grays add a layer of movie-star glamour.

This space makes it obvious that young traditional homeowners enjoy the luxury of modern materials and convenience, and they explore both with pleasure. “The vast assortment of products continues to

grow,” said Senior Design and Projects Editor Robert Young. “What’s driving the growth are confident consumers who are in search of those products that speak not only to their needs but also to their personalities.”

Built-in towel-warming drawers in the common area provide the luxury of freshly heated linens. Modern details within the separate baths—inconspicuous waterproof speakers and high-tech shower systems—tap the best in technology. Throughout, cabinet interiors provide specific and thoughtful storage to fulfill user needs. Solid surfacing and hardwood flooring set a dramatic backdrop that’s also durable and easily maintained.

Thinking beyond the usual constraints of keeping up with the neighbors or wondering which features might enhance resale value, this couple chooses details that express their unique personalities and lifestyle. A custom tile mural, elegant fabrics, exotic wall coverings, and conversation piece furniture reflect their engaged, involved credo. Flat-panel televisions plug them in to the outside world. The couple brings home favorite spa amenities, from restorative bath features to elixirs to store in the spa bar.

The result is a beautiful and expressive, yet comfortable, environment. “The trend here is not sharing, but privacy,” said Young. “You don’t have to compromise.”

