

Idea Show House 2011 Revealed in Shelby Township

By Tom Watts
For The Macomb Daily

Marilyn DeCoursey of Rochester Hills and her daughter Lauren Nemitz of Rochester visited the idea Show House in Shelby Township recently and came away with an appreciation for traditional construction wrapped around innovation.

"It's like an old Grosse Pointe home mixed with new," Nemitz said. "It's the best of both worlds."

"Absolutely love it," DeCoursey countered. "It's got a cozy, warm feeling."

The idea Show House, located at 55951 Ashbrooke Dr., just off Dequindre Road between 25 Mile and 26 Mile roads, showcases unique home design trends, green concepts and materials, as well as the craftsmanship of Macomb and Oakland county contractors and businesses.

"The idea of this home is to show off the latest and greatest design trends and building technologies," said Vito Terracciano, vice president of Arteva Homes in Bloomfield Hills. "Since the

downturn of the economy in 2008-09 we said we have to do something to get people excited about building a new home. Today we are building more energy efficient homes where you can save 50 percent in energy costs because of the new products being used."

The 3,967-square-foot home was designed by Dominick Tringali Architects and Arteva Homes. It features the interior styling of Helen Velas of Eleni Interiors and showcases green technology, sustainable living and inspired design, including 877-Randazzo Heating, Cooling & Fireplace Sales, Berloni Italian Cabinetry, Jeld-Wen windows and doors, Climate Master Geothermal, and others.

"The energy efficient and green features of this home make it superior to existing homes because of the low maintenance, affordability and geothermal heating system," architect Dominick Tringali said. "The house will begin to minimize its energy consumption on its own as it ages."

Terracciano said the idea for the new stylish and decorated home was a result of himself and Brian Szliter of Arteva Homes, along with Tringali. It marks the second straight year that an idea Show House has sprouted in Macomb County.

"It's the latest and greatest in new home designs," Terracciano said. "Our new design plans make space work better and look larger. There's more square footage: we do 10-foot ceilings and 8-foot doors; LED lights; cork floors in basement; leather floors and panels; wood floor ceilings; downstairs wine cellar; upstairs hallway bookcase; and



Marilyn DeCoursey, right, of Rochester Hills and Lauren Nemitz take a tour of the idea Show House 2011 in Shelby Township.

Photo by Tom Watts

a geothermal heat pump."

"The idea Show House is not only an icon for businesses like ours, but it is an icon for Macomb County, as a whole," said Pete Randazzo, president, 877-Randazzo Heating, Cooling & Fireplace Sales. Randazzo installed the geo-thermal unit that heats and cools the entire home.

Other Macomb County businesses involved with the project include Visions of Paradise Landscaping in Shelby Township, KSI Kitchen and Bath in Macomb Township, Carter Lumber in Shelby Township, Jeddo Dry Wall in Clinton Township, Sargent Appliance in Macomb Township, Manzo Title in Clinton Township, Maddox Irrigation in Macomb Township, John Deer Landscapes in Shelby Township, and Ron's Carpet and Design.

Other distinctive details includes the outdoor room with a pizza oven and brick courtyard, while a second outdoor living area is tucked around the back of the home in the form of loggia, while unique landscaping is evident around the model home.

"Very impressive," said Wally Semrau of Washington Township, who toured the home with his wife, Lynn. "I was so shocked. It's a beautiful home with high ceilings and beautiful patios."

"All the rooms have personality," Lynn Semrau said. "It's outside and inside living."

The model home is open to the public for free tours from noon to 5 p.m. every day, except Thursdays. For more information, call (586)-797-9628 or visit www.ideashowhouse.com.



A beautiful view looking down a staircase.
Photo by Ray J. Skowronek



The exterior of the idea Show House in Shelby Township.
Photo by Ray J. Skowronek