

# Jewel Box Homes: Small Homes that Live Big

**JANUARY 21, 2016 || 8:00 – 9:00 AM**

## **Presenters:**

**Kay Green** || *Kay Green Design Inc., Winter Park, FL*

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## What It's About

In our current post-recession economy, home owners are downsizing to homes that are more reflective of their needs. Practical-sized jewel box homes are becoming especially popular with today's buyers, from Millennials to empty-nesters, who have this less-is-more mentality. This session will cover **how to design and finish a jewel box home** with top quality materials, exquisite detailing and custom finishes with an emphasis on tailoring the home to the owner's way of life for maximum elegance, harmony and function.

## Learning Outcomes

- Examine how you can market jewel box homes that attract buyers looking to downsize.
- Understand how to work small homes into a building lineup with the best results.
- Determine how to make the best use of a small space.
- Identify appropriate materials and finishes for today's jewel box home buyer.

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Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

## Kay Green, CPM, MIRM



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Kay Green Design, Inc. has been performing design and merchandising services for builders and developers throughout the United States for 40 years.

# Introduction

- What is a Jewel Box home?
- Effective space planning
- Choosing finishes buyers want
- Design details with maximum impact
- Furnishings that wow

# Mobile High-rise



## What is a Jewel Box Home?

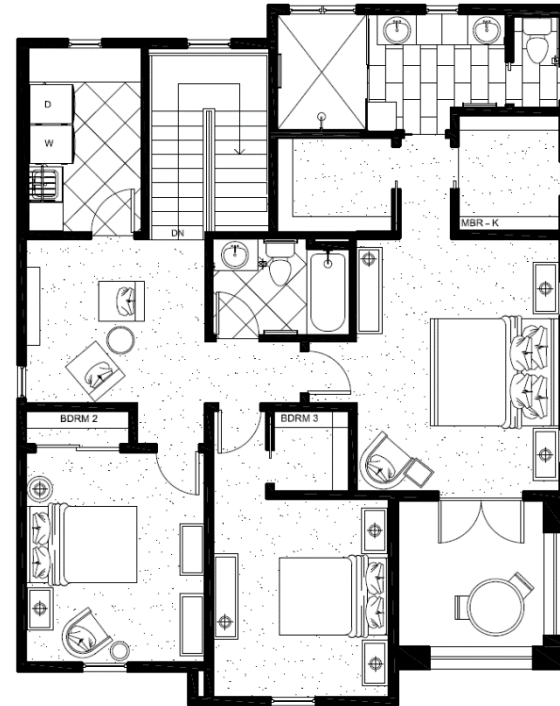
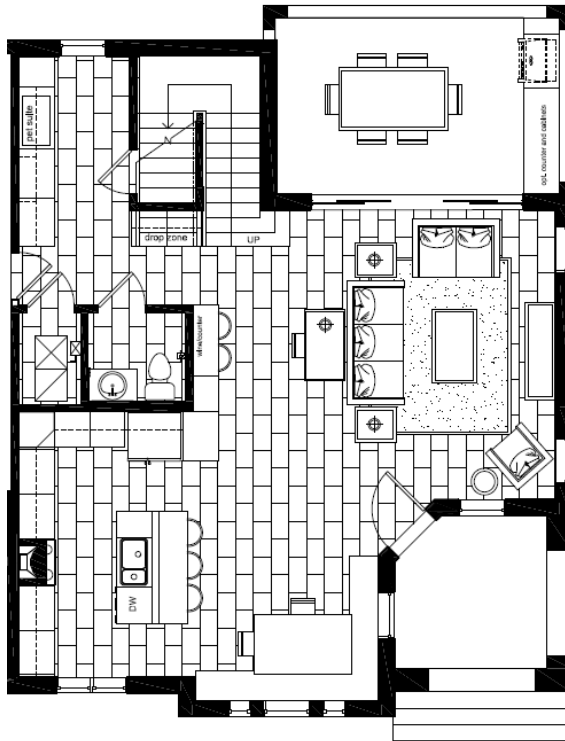
- A smaller home designed with top-quality materials, upscale detailing and custom finishes that are tailored to the resident.
- Jewel Box home is NOT a starter home, nor a Tiny House.
- Many buyers are moving down from the large, luxury homes and choosing the smaller, sophisticated Jewel Box home.
- Appeals to newlyweds, single professionals, empty nesters, retirees; ideal for builders to sell across demographic lines.







# Space Planning



# Space Planning



No area without a purpose;  
small spaces can become:

- Domestic suite
- Dedicated storage
- Built-in pet suite
- Reading nooks

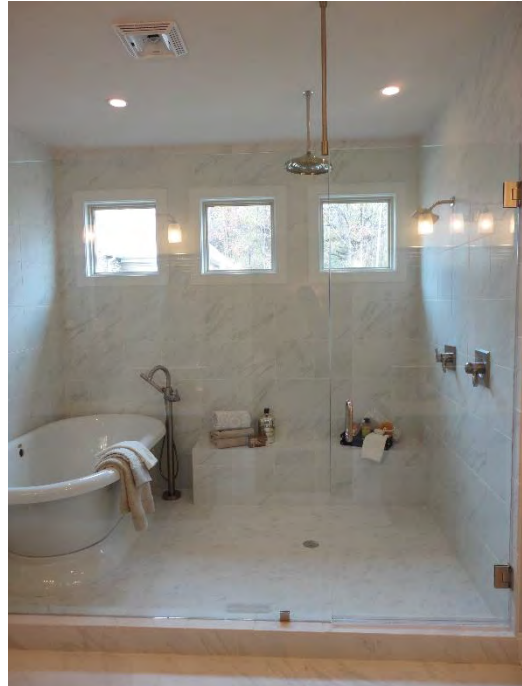
# Space Planning



Create personal escapes:

- Small loft used as play space for kids
- Small balcony is an oasis for parents

# Space Planning



## Bathrooms

- Private water closet is always important
- Open concept shower
- Placing a free standing tub inside glass shower maximizes space while adding a wow factor.

# Space Planning



Pocket and  
Barn Doors  
are great for  
maximizing  
space

# Finishes





# Finishes – Kitchens



- Simple, clean lines with lighter wood and tile colors
- White/Light colors for cabinets, countertops
- Countertops with reflective qualities
- Island should be a consistent height; don't break line of sight

# Finishes - Fixtures



- Sinks and fixtures are more decorative; no longer hidden
- Chrome is back and works in small homes due to the reflective quality

# Finishes - Lighting



No large drum shades!  
Light fixtures should be airy and open; don't block the line of sight

# Finishes - Lighting



# Finishes - Flooring



Continuous flooring makes rooms look larger.

# Design Details



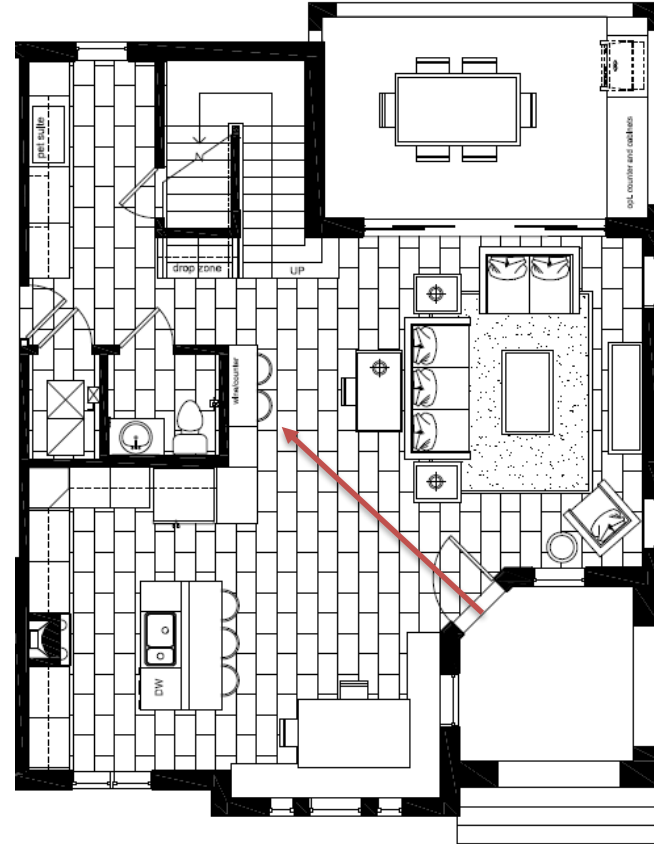
# Design Details



Drama point from the entry

- Small homes do not have a grand entry; first line of sight should be dramatic – large detail, bold color, artwork.

# Design Details





# Design Details – Wall Details



- Applied molding details should be simple and painted one color, preferably white or a light bright color.
- Semi-gloss or metallic paint gives a slight reflectiveness and make spaces look larger
- Mirrored details give illusion of more space.



# Design Details – Wall Details



# Design Details – Built-ins



- Built-ins used carefully – need to be open, airy, lighter finishes
- Not giant built-ins that bulk up the space
- Floating shelves offer additional storage without added bulk

# Design Details – Shelves



# Design Details – Window Treatments



- Light, bright and airy in color and material
- Long – hung close to ceiling to add height



# Design Details



## Small Bathrooms

- Do an interesting paint detail using metallic paint
- Use light colors, but pick paint or finishes with high character



# Furnishings



# Furnishings

- Overall the furniture needs to create multi-purpose environments in order to maximize space.
- Taller legs on furniture give the illusion of being lighter.
- Bulky items like a reading chair should be paired with metal, simple items to keep the space light.
- Items on thinner legs are great, think mid-century modern furniture.



# Furnishings



- Built in bench utilizes the wall space effectively
- Add a bench to a dining set instead of chairs to add space



Backless bar stools do not block line of sight.

# Furnishings



- Dining table with glass top and pedestal bottom
- Chairs with see-through slats instead of solid wood/material

# Furnishings



- Add a small desk to existing room
- Sofas with smaller backs and arms
- Media consoles with light colors, high legs, glass or reflective finishes
- Ottomans for seating and storage
- Cocktail/End tables with open shelves





# Furnishings- Bedrooms



- For merchandizing, beds up on legs or metal beds add air to the room
- For function, beds with built-in drawers create options for small closets
- Decorative yet functional trunks at the end of beds

# Furnishings- Bedrooms



- Closets should utilize the full vertical space with multiple levels of racks
- Single level wire racks waste space

# Furnishings - Artwork



- Canvas, clean lines, modern or abstract
- Thin modern frames, not too bulky
- New trend – glass being used in place of mat
- Mirrors are great!

# Furnishings



Lamps should be glass or metallic and seem like they are floating.