



THE NEW AMERICAN HOME '89

FACT SHEET

Project Sponsors: BUILDER Magazine
HOME Magazine
National Council of the Housing Industry

Project Description: The New American Home '89 (TNAH '89) is a showcase home that brings together the latest trends in residential design, products and construction methods. This year's home focuses on the luxury home buyer, one of the hottest segments of residential construction nationwide. According to BUILDER's annual Home Buyer Survey, luxury buyers anticipate spending more than \$300,000 for a home, have a median income of \$120,000, and are an average age of 42.5 years. These survey results served as a basis for the development of design ideas and the specification of products in TNAH '89.

The New American Home '84, the first home built, was targeted to the first-time home buyer market; The New American Home '85 was targeted to the high-end move-up buyer; The New American Home '86 was built for the second-time move-up buyer market; The New American Home '87 was designed and built for the empty-nester couple; and The New American Home '88 was designed for the first-time move-up home buyer.

Location: 2070 Azalea Road
Inverness Community
Roswell, Ga.

Architect: Charles Moore Associates, Austin, Texas
(Charles Moore, principal architect; Arthur Andersson, project architect)

Builder: John Wieland Homes, Atlanta, Ga.
(John Wieland, president; Terry Russell, construction manager)

Interior Designer: Bauer-Moore Interior Design Group, San Francisco, Calif.
(Lou Ann Bauer, Michael Moore, principal designers)

Size: 5,400 square feet

Estimated Selling Price: \$695,000

(more)

Sponsors of The New American Home:

BUILDER Magazine
655 15th Street, N.W.
Suite 475
Washington, DC 20005
(202) 737-0717 FAX: (202) 737-2439

National Council of the Housing Industry
National Association of Home Builders
15th & M Streets, N.W.
Washington, DC 20005
(202) 822-0520 FAX: (202) 822-0559

HOME Magazine
140 E. 45th Street
New York, NY 10017
(212) 682-4040
FAX: (212) 697-3132

TNAH '89 Fact Sheet

Add one

Basic Features: 1,600-square-foot master suite with walk-out deck, guest suite, two secondary bedrooms, three baths, two powder rooms, dual-appliance kitchen with breakfast nook, dining room, family room, study, 60-foot-long gallery/great room with 28-foot ceiling, aviary, colonnade, rear patio and deck with fountain and whirlpool spa, three-car garage

Tours: TNAH '89 will debut at the 1989 National Association of Home Builders (NAHB) convention in Atlanta, January 20-23, 1989. Free tours for the home building industry will be available during the convention.

BUILDER will run a 35-page feature on TNAH '89 in its January issue (circulation 185,000, bonus distribution at NAHB Show 20,000). HOME will feature the project in its February issue (circulation 925,000).

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TEAM MEMBERS

Charles Moore Associates Austin, Texas

Charles Moore, FAIA, has been a major catalyst in shaping the direction of American architecture during the last three decades. Known for his creative use of color, light and whimsical shapes, Moore was one of the first modern architects to draw inspiration from previous architectural styles. Borrowing from the past, Moore helped develop what would be called postmodern architecture. Moore has also been an educator throughout his career. He has been the head of the architecture schools at Yale, UCLA and the University of California, Berkeley and is now the O'Neil Ford Centennial professor of Architecture at the University of Texas in Austin where he teaches an honors studio. His most noted projects include the Sea Ranch Condominiums, Kresgee College at the University of California, Santa Cruz, the Faculty Club at the University of California, Santa Barbara, and civic centers in Beverly Hills and Oceanside, Calif., and West Berlin, Germany. Moore is the author of The Place of Houses, Dimensions, Body Memory and Architecture, The Poetics of Gardens.

John Wieland Homes Atlanta, Georgia John Wieland, president

John Wieland Homes is the leading home builder in the Atlanta area with more than 300 full-time employees and hundreds of subcontractors. With 18 years of home building experience, John Wieland Homes has met the housing needs of 5,500 home owners. The company currently builds in 25 neighborhoods spanning seven counties in the metropolitan Atlanta area. John Wieland Homes is known for high quality and value. The company has received 80 awards for excellence in design, craftsmanship and presentation -- more local, regional and national awards than any other Atlanta home builder. Listed as one of the top 50 privately owned businesses in Atlanta, John Wieland Homes closed 658 homes valued at more than \$106 million in 1988.

Bauer-Moore, An Interior Design Group San Francisco, California

The interior design firm of Bauer-Moore was established in 1986. The two principals are Lou Ann Bauer, an ASID member with 12 years experience, and Michael Moore, a 10-year veteran of the business. The company focuses primarily on model home merchandising, residential interior design and hotel and apartment conversions. The firm has been featured in Home Magazine (co-sponsor of TNAH '89), Northern California Home & Garden, San Francisco Magazine and The New York Times Decorating Magazine. Ms. Bauer has received numerous awards for her work including three Prism Awards in commercial design in 1987.

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BUILDER

BUILDER, the official magazine of the National Association of Home Builders (NAHB), serves the housing industry's 183,881 home builders, architects, subcontractors, dealers, lenders and Realtors. The magazine is ranked among the fastest-growing business magazines in the country by FOLIO magazine. BUILDER has the largest circulation of any magazine in the housing industry. It is published by Hanley-Wood, Inc. of Washington, D.C. The company also publishes REMODELING and THE JOURNAL OF LIGHT CONSTRUCTION (formerly NEW ENGLAND BUILDER) magazines.

Publisher: Frank Anton

Editor: Mitchell Rouda

HOME

HOME serves 925,000 home enthusiasts around the country who are concerned about all aspects of their homes, from remodeling and renovation to home furnishings and interior design. HOME's award-winning photography and text illustrate the best in architecture and home design, including kitchen and bath remodeling and additions, room redesign, landscaping and outdoor projects. Broad coverage appears on furniture, decorating, home entertainment and use of the home as a financial resource. HOME is the expert in marketing to the hard-to-find home enthusiasts, the most desirable market segment of consumers who buy products in far greater proportions than the average American household. The magazine is published by Knapp Communications Corporation of Los Angeles, Calif. The company also publishes ARCHITECTURAL DIGEST, BON APPETIT and several special interest publications.

Publisher: William Bondlow Jr.

Editor: Joseph Ruggiero

Executive Editor: Channing Dawson

NATIONAL COUNCIL OF THE HOUSING INDUSTRY (NCHI)

NCHI membership includes 76 manufacturers, suppliers and service organizations dedicated to providing the kinds of products and services builders need. NCHI is a standing committee and the manufacturers council of the National Association of Home Builders.

1988 NCHI Chairman: Joel Streich

1989 New American Home Task Force Chairman:

William Ficken
Vice President, Marketing
NuTone, Inc.

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