

Remodeling Tips

Courtesy of **HUB Remodeling** Custom Design - Professional Remodeling  AUTUMN 2001



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Eisenhower vs. Flower Power

Adapted from an article by Georganne Derick, President of Merchandising East



Sunny colors and floral patterns are enjoyed by the Eisenhower generation.



The Flower Power generation tends to prefer rich textures and natural fibers rather than patterned elements. *(continued on page 2)*

Design: Merchandising East. Photo: Lawrence Fitton.

Photo: Compliments of "The Best In American Living Awards."

Inside This Issue...

- Eisenhower vs. Flower Power
- Apologies to Our Caller
- Countertops: Slate and Soapstone
- Networked to the World
- Personalized Renovation in Radnor

Apologies to Our Caller

Unreturned phone calls is one of the most common complaints that we hear about our industry. Our policy is to return phone calls within 24 hours. As the following incident shows, we are not perfect; but we have a very high rate of success—as anyone who has worked with us knows.



On August 8th a woman called HUB Remodeling interested in a kitchen remodel. We were in a meeting and unable to answer the phone, so the caller left a message. When we listened to the message we inadvertently erased it. If you are that caller please accept our deepest apologies.

If our caller is reading this and has not yet done her remodel, please call us again. We would love a second chance. If you have done your remodel, please call us anyway—so we can help you with your next project.



The Eisenhower generation tends to choose patterned wallcoverings in a formal, traditional setting.



Baby Boomers often prefer sumptuous fabrics and serene colors with an eclectic blend of furnishings.

Eisenhower vs. Flower Power

(continued from page 1)

As we all know, the fastest growing market in the country today for remodeling and new home construction is the Baby Boom generation, affectionately dubbed the “Zoomers.” It is interesting to note that the choices this active generation makes do not mirror those of their parents’ generation. After three years of anthropological research, Georganne Derick has found that people who lived through the “depression era” tend to have different values, lifestyles and tastes than those of the “expression era.”

For the Eisenhower generation formal, traditional interiors in light, bright colors with matching suites of furniture prevail. Seating tends to be firm and upright. Patterned fabrics and wallpaper are often popular choices.

The Zoomer generation’s lifestyle is characterized by information overload and high stress. As a result they seek serenity in their home environments; and, therefore, choose warm and serene colors, such as silver, copper and bronze. For wall treatments, they prefer textures and paint rather than wallpaper. Their preferences in seating tend to focus on comfort and richly textured, sumptuous fabrics with few patterns.

Their surroundings are a vehicle for their individualistic self-expression. They are not afraid to be different and their rooms are rarely designed “en suite.” Because they travel extensively, their homes often reflect an eclectic blend of furnishings collected from other countries. Also, the blended families of this generation bring to their homes a unique mix of furniture.

The Zoomers favor gourmet kitchens and luxury baths, with the master bath having a spa quality. In the bedroom, lush bed dressings and large, plentiful pillows soften the boxy look and appeal to emotions. Much attention is paid to ambient “mood” lighting created by recessed lights on dimmers. Their accessories make a large graphic impact, with artwork that is larger than life.

Zoomers often desire two of “somethings”—his and hers. Often they require separate home offices. In the kitchen there can be two sinks in two separate work triangles. Often there will be two baths, one for her and one for him.

What really matters to this age group is having a vital, active lifestyle. Their homes usually include separate rooms for creative activities such as gardening, music or art. At the top of the list are rooms designed for spending time with others—such as friends, kids or even grandkids!

Countertops:

Slate is a natural stone which people tend to associate most often with flooring. However, it is an excellent choice for countertops, and in many ways better suited for that purpose than granite or marble. Slate is fine-grained, relative to granite, and also much more uniform in composition. This results in a very durable and nonporous material, capable of withstanding heat and chemical abuse. It is softer than granite, so it is important to round the edges to avoid chipping. On the plus side, scratches can be easily rubbed out. It is easy to maintain simply by cleaning with a dishwashing detergent. Slate does not have the glossy shine of granite and marble. Even so, the rich matte appearance of a smooth honed finish has a luster all of its own. This can even be enhanced by a light coating of mineral oil, which also acts as a sealer. Certain types of slate require an



Networked to the World

You are running late from work, but it is not a problem because your home is fully networked through the internet. While at the office, you have already accessed your home system and instantly, miles away, the lights and air conditioning come on to make the house more comfortable for your arrival. A quick check of your online calendar reminds you that the bridge club is meeting at your house tonight. Once home, you search the Web Tablet mounted on your refrigerator in order to select a quick and easy recipe to serve your guests. Once you press the "start" button in the recipe, your oven begins to pre-heat. When the meal is well on its way, you head for the bathroom to freshen up. While there, you access your home system, and in a flash the beautiful sounds of celloist Yo-Yo Ma begin to fill your great room. The mood is finally set for a wonderful evening.

A few years ago this kind of technology was only science fiction. But things are rapidly changing. In the not-too-distant future practically every home will be connected by a high speed network from room to room and by broadband connections to the world outside. Already,

over 20% of households in the country are equipped with multiple PCs. The non-PC Internet access market, which includes Net TV, Web-phones and gaming consoles is rapidly growing. Other household appliances, including kitchen appliances and entertainment equipment, are being developed with built-in intelligence and networking, designed for the mass market.



The beauty of a home that is fully networked through the internet, is that it will give you the ability to integrate all of your home systems through one convenient command central. These systems will include security, lighting, hvac, utilities, audio/visual, entertainment, computers and communications. The control of all of these systems will be accessible through the internet, whether you are on the road, at the office or at home.

This technology is being developed under the assumption that homes of the future will have structured wiring. Conventional wiring found in most homes consists of one or two twisted pairs of wires, and is adequate for basic voice or fax communications. Structured wiring is more advanced. It can also



The Web Tablet mounted on this refrigerator connects to your home network and controls many major appliances. Whirlpool Corporation's Integrated Home Solutions is an example of blending emerging technology, products and services to support the internet lifestyle.

Photos: Courtesy of Whirlpool Corporation®.

handle sophisticated video and data signals from computers.

It is more difficult and costly to include structured wiring in a remodeling project than in new home construction. However, adding even a basic structured wiring system will ensure your access to developing home security, entertainment, control and communication technologies of the future.

Slate & Soapstone



impregnating sealer. Natural slate is available in colors ranging from black, grey and purple to subtle red and green.

Soapstone is a natural stone that was traditionally used in colonial New England for fireplace hearths, sinks, countertops and wood stoves. Most people recognize it as the material used for decades as work surfaces in laboratories and science classrooms. Its dense and durable composition makes it chemically and thermally resistant to stains and burning, characteristics that also make it a popular

choice for countertops. Acids and alkalis will not etch soapstone, as they will granite or marble.

It is primarily composed of talc, giving it an especially warm and soft feeling to the touch. Soapstone has a unique soft color with light flowing veins. When it is cut, it oxidizes from a light grey to a dark charcoal color. A silky-smooth honed finish and a protective coating of mineral oil, applied periodically, will enhance the color. Soapstone is much softer than granite, or even slate, and will acquire a lustrous patina over time.

Photo: Courtesy of Sheldon Slate Products Co. Inc.

Personalized Renovation in Radnor

HUB Remodeling recently completed this “personalized,” low maintenance kitchen renovation in Radnor. Originally, our client wanted to remodel the existing space. However, as the plan evolved and we were trying to incorporate more features, it became apparent that an addition would improve the functioning of the kitchen. A four foot extension to the width of the “old” kitchen was added.

Before



- With two young children in residence a vinyl floor was a required feature. Consequently, we found a stone-like Karndean 12" x 12" vinyl tile that we loved and designed the rest of the kitchen from there.
- The maple glazed Heirloom cabinets are a combination of stock and custom components.
- The hood is customized with the green beadboard that is also used as part of the crown treatment.

- The television cabinet features a swivel shelf, six file drawers and a long, more shallow drawer specifically designed to house the client's collection of placemats.
- The closet is lined with green beadboard and hooks replace a hanging rod.
- We selected the Zodiac[®] by Dupont countertop because of its ease of maintenance. Although no counter surface is “bulletproof,” Zodiac[®] is a quartz/resin product which is less sensitive to heat and acids than is granite.

- The electric cooktop and thermal/convection oven are manufactured by Thermador.
- Custom panels are applied to the Bosch ultra-quiet dishwasher and the low-profile side by side GE refrigerator. The GE microwave is built-in to the run of wall cabinets in the cook area.
- The custom table is matched to the cabinetry. The top is laminate with a wood-edge. When the children mature, the laminate table top can be replaced with a furniture top.

