



vision
BUILDING
 ON MOORE LANE

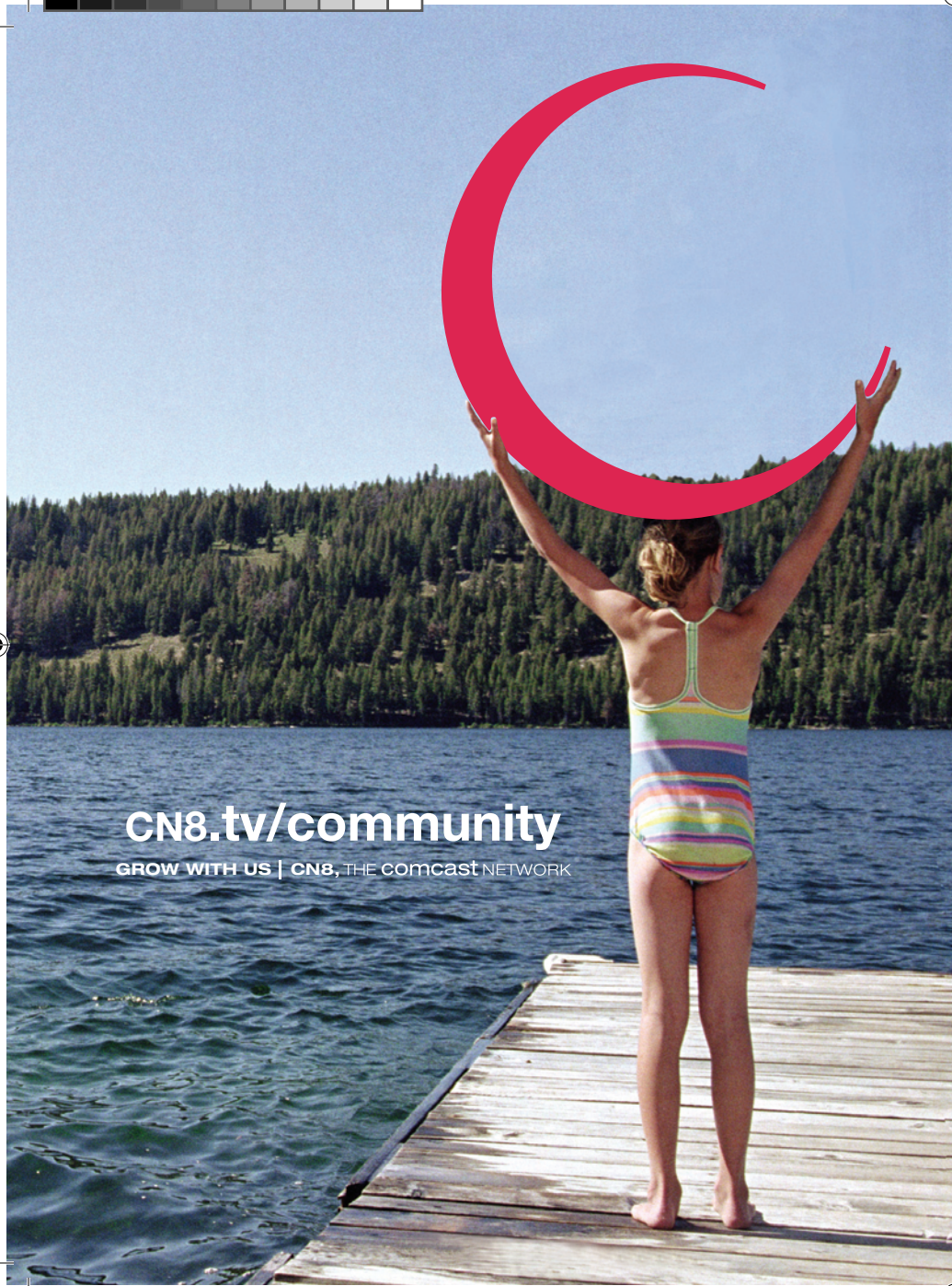
2006

BUILDING HOMES, BUILDING BUSINESS, BUILDING COMMUNITY



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Visit Our Special Art Show Featuring the Best Artists in the Region in the Fully-Outfitted Garage Designed by For Your Garage

vision BUILDING ON MOORE LANE

Welcome to Vision Building on Moore Lane! We are so pleased to see this year-long endeavor concluded by the completion of this beautiful home.

Vision Building is a marketing and philanthropic initiative that benefits a worthy cause and creates partnerships between corporate, media, and non-profit organizations in the Philadelphia region. This year, The Mental Health Association in Southwestern New Jersey was selected as the beneficiary and has designated the proceeds to their Children's Initiative. We have worked tirelessly to create a project that combines community service and philanthropy together with a showcase of the best local businesses. This designer show home is just one result of those efforts.

Our motto—building homes, building business, building community—has guided us over the past year and given us the direction to create a unique program. In fact, Custom Home Magazine, a national and preeminent magazine whose focus is significant architecture, recently awarded Vision Building and Wolfson Custom Homes their coveted 2006 Pacesetter Award for Marketing. For us, this honor is an affirmation of what we have known all along—that Vision Building is a marquee event, not just in the region, but in the country.

As you walk through the home, pay close attention to the architecture and detail in every room. More than forty vendors and over a dozen interior designers have come together to create a magnificent space that features state-of-the-art amenities and technology, superior construction, exquisite interiors, an in-ground pool with a waterfall, and all the other luxuries you can imagine.

So many people have contributed so much to this project, we would be remiss if we did not take a moment to acknowledge their work. Thanks to the entire Vision Building team - Elizabeth Madden, Shelley Waddington, Debbie Lutz, Ella Brennan, Rori McDougal, Drew Kondylas, Kelli Cochran West - and all the staff, vendors, retailers, contractors, manufacturers, and sponsors that made construction possible. Thanks to Marti Casserly, Design Liaison, for all her efforts and talents. Thanks to Mayor Tish Colombi of the Borough of Haddonfield and the vision she has for building a better community. Thanks to the homeowners, Phil and Karen Kirchner, for opening their house to the community and supporting our mission. And finally, special thanks go to two of our media partners, CN8 and South Jersey Magazine. Their contribution went well beyond our expectations and showcased Vision Building in a way we never dreamed possible.

BRIAN WOLFSON
Wolfson Custom Homes

NANCY WEBER
Oak Ridge Consultants, LLC

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WOLFSON

CUSTOM HOMES

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PASSION

We have a real passion for our work, and it shows. Our homes have been featured in magazines such as Builder/Architect Magazine and Greater Philadelphia House & Home.

TOP-NOTCH PROJECT MANAGEMENT AND EXPERT FINANCIAL ANALYTICS

Wolfson Custom Homes does not hesitate to invest in cutting-edge technology in every aspect of our business. This investment translates into better customer support and stronger financial analytics. Our goal is to encourage client involvement and communication during the building process, which is the exact opposite of the traditional builder who tries to keep the client at arms-length.

DESIGN-CENTRIC APPROACH

Someone who understands color, texture and design guides every decision in the building process, and guides the client through the vast selection choices. The result is a space that flows beautifully, is visually appealing, and leaves a lasting impression on all who see it.

PHILANTHROPIC

We believe in giving back to the community in which we work. We will continue to pursue our annual mission to partner with a local charity and build a "House of Dreams" for the public to visit in order to help raise money for a worthy cause.



Call us today and discover why different is better.

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www.wolfsoncustomhomes.com

No matter what time of year you visit Haddonfield, you will delight in an experience that is enhanced by the kinds of events and activities that are the hallmark of small-town America. This year, as the natural colors of fall spread along our tree-lined streets, visitors will pay a nominal fee to tour a newly refurbished house located on Moore Lane, the ambitious result of Brian Wolfson's Vision Building.

Haddonfield is proud to host Brian's second effort of combining marketing and philanthropy to produce a fully remodeled 1960's house purchased by Phil and Karen Kirchner in 2005. The home has undergone a complete transformation and will open to the public in November. Proceeds from the tour will go to The Mental Health Association in Southwestern New Jersey.

This unique concept of Vision Building defines the ideal on which the Haddonfield community was built. In 1761, a volunteer fire company was formed. After 245 years, the volunteer spirit in which the fire company was founded has become fundamental to our way of life here in Haddonfield. The cooperation between Wolfson Custom Homes, Oak Ridge Consultants, Phil and Karen Kirchner, the vendors, the Borough of Haddonfield and The Mental Health Association in Southwestern New Jersey is the essence of "community".

Working together is what makes a community work. We welcome the efforts, talents and energy of the Vision Building Team and thank them for choosing Haddonfield as the site for their showcase home. Congratulations to all involved and a Haddonfield welcome to all our visitors.

MAYOR TISH COLOMBI
Borough Of Haddonfield

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Oak Ridge Consultants, LLC

Oak Ridge Consultants specializes in creating partnerships between non-profits and for-profits, through creative, innovative initiatives and events. Encouraging the corporate community to support organizations that improve the lives of people, as well as giving the company the opportunity to create good will and marketing opportunities.

From partnering local and National non-profits with the corporate community, to providing fundraising support services, Oak Ridge Consultants is focused on utilizing the strengths and opportunities existing between non-profit and for-profit organizations.

– NANCY WEBER, DEVELOPMENT CONSULTANT

For more information, call or email:

T: 856.373.6552

email: nweber501@comcast.net

Oak Ridge Consultants continues to support VISION BUILDING through the partnership of The Mental Health Association in Southwestern New Jersey with Wolfson Custom Homes. Oak Ridge Consultants ensures that this partnership maximizes the benefits between the two organizations and the overall community.





vision BUILDING ON MOORE LANE

Welcome to Vision Building on Moore Lane!

Vision Building on Moore Lane is more than an exquisite home... it is a message of compassion, hope and support for children and youth who have a mental illness and their families! The individuals, businesses and organizations that have joined together to make the Vision Building on Moore Lane project a reality have also given The Mental Health Association in Southwestern New Jersey (MHASWNJ) an opportunity to raise funds and increase the visibility of our "Children's Initiative".

As the beneficiary for the 2006 Vision Building project, The MHASWNJ is utilizing the publicity and proceeds to elevate the visibility of our "Children's Initiative" and to reach thousands of people throughout the region. We believe it is critical for parents, educators and others who work with youth to realize that mental illness is a disease (not a personal weakness) that left untreated can seriously impede the emotional, social and academic development of children and adolescents and in some cases lead to suicide.

The Children's Initiative is utilizing local television talk shows, high school and college classroom presentations, professional workshops and an annual Children's Mental Wellness conference to send this message to youth, parents and professionals throughout South Jersey. (To learn more about the Children's Initiative visit our website at www.mhaswnj.org).

The Mental Health Association in Southwestern New Jersey wishes to acknowledge and thank Brian Wolfson, Nancy Weber, as well as Phil and Karen Kirchner for their unwavering commitment and support of the MHASWNJ's Children's Initiative. We would also like to thank the Vision Building team, CN8 and South Jersey Magazine as well as all the staff, vendors, retailers, contractors, manufacturers and sponsors that made Vision Building a reality.

Thank you for your support.

MARY LYNNE REYNOLDS
Executive Director, The Mental Health Association in Southwestern New Jersey

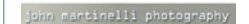
*Mental Health Association
in Southwestern New Jersey*
505 Cooper Street
Camden, NJ 08102
T: 856.966.6767
FAX: 856.541.3986
email: mha@mhaswnj.org
www.mhaswnj.org



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You are invited to visit their brand new showroom design center on Route 70 in Cherry Hill just east of Rt. 295 in between Garden State Lighting and Robinson Luggage. You'll see the latest in plasma and LCD televisions, a lifestyle family room home theater, a stealth mini theatre, a dedicated art deco movie theater, and other listening rooms featuring surround sound components and speakers of all designs. Your visit will be an enlightening experience unlike any the noisy big box stores can offer.

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DuBell Lumber Company supplied the kitchen cabinetry for Vision Building on Moore Lane.

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HUTCHINSON PLUMBING HEATING COOLING

George H. Hutchinson, Sr., and sons William, Sr. and George, Jr. founded the Hutchinson family business, Hutchinson Engineering in 1948, with their accumulated wealth - \$35 in a cigar box - in rural Haddonfield, New Jersey.

In the 70s, the third generation of Hutchinson joined the business and continued to grow the company, adding air conditioning, large mechanical construction and general construction to its business lines. Hutchinson also entered into the government contracting business on both the local and national level. By 1998, sales had grown to \$29 million dollars a year.

The five sons of founder Bill Sr. - Bill, Ed, Fred, Tom and Bob - and George III, George Jr.'s son, worked side-by-side for over 30 years. Learning from the ground up they assumed leadership roles in the mid 80's.

In 1998, Hutchinson made a strategic business decision to merge its operations with Conectiv Services. Three years later, Hutchinson re-acquired its company from Conectiv and also purchased Barth Plumbing Heating Cooling in Sea Isle City, NJ, and Wittman Heating and Cooling in Moorestown, NJ.

Today, Hutchinson is South Jersey's largest HVAC company and has been voted for six straight years "The Best" heating and cooling contractor in South Jersey in the Courier-Post Readers' Choice Best of South Jersey.

The business was built on and maintains a strong philosophy that service matters—

- Be there when you say you will be
- Deliver what you promised
- Charge a reasonable rate
- Never say "can't"
- Do it like it's your own
- Leave it cleaner than when you got there
- Treat everyone with respect

These business practices have allowed Hutchinson to surpass its competitors at all levels. The management team commits time and effort to anticipate market changes to remain on top of the industry and offer its customers the best products and services.

Hutchinson sponsors a number of local children's sports teams, is active in the Haddonfield Little League and Moorestown community sports, is a contributor to the Katz Jewish Community Center and is a longtime supporter of the Juvenile Diabetes Research Foundation.

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www.dubinlumber.com
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My name is Teri Pace Fisher and I am the owner of the Closet Gallery. I've been designing custom closet systems since 1990. Over the years, I have brought my experience and expertise to many area homes, maybe even yours.

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In the early 1950's, the company expanded into New Jersey and acquired Suburban Lumber in Oaklyn. With a unique blend of humor and business knowledge, the second generation of Dubins continued to grow the business.

Today, a third generation Dubin runs the company. Richard Dubin has dedicated himself to the same family tradition that his father and grandfather did, emphasizing service and friendship as the pillars that made Dubin & Suburban Lumber so great to do business with in the first place.

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RICHARD ROTHSTEIN*designed: Foyer / Entryway & Adjoining Hall***ROTHSTEIN & COMPANY**

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FAX: 856.795.5113
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Laurie Wolfson*designed: Laundry Room***WOLFSON CUSTOM HOMES**

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THE FOYER / ENTRYWAY & ADJOINING HALLWAY**ROOM DESCRIPTION:**

For the foyer/entryway and adjoining hallways, we have created a hallmark Rothstein nautical-inspired transitional Federal period setting, complete with custom-made Oriental rugs, custom-made lighting fixtures, and important American and English Marine and Botanical art.

THE LAUNDRY ROOM**ROOM DESCRIPTION:**

Inspired by owner, Karen Kirchner, who loves to garden, the laundry room is a gardener's dream work area and oh, yes a place to do laundry as well. An expansive island and sink base are built out of materials from the original house as well as a storage cabinet. Blue & gray concrete tops with sunken stones compliment the beautiful, chisel-edged limestone floors. A painting of two girls folding a sheet in the outdoor sunshine brings light and whimsy to this space. The personality of the room is about earthy textures and imagination. It's a place that makes folding sheets a lot more fun!

CREDITS:

Tile Installation	Anthony DiBattista
Concrete Tops & Stones	Brad Winkler & John Clancy of Harmony Art
Island, Sink Base, & Cabinet	Ken Lindsey of Wolfson Custom Homes
Tile	Barretta Tile & Stone, Inc.
Acrylic Painting of Girls	Laurie Wolfson
Faux Painted Cabinet	Karey Carpenter
Benjamin Moore	Atlas Wallpaper & Paint Co. Paint

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Jacqueline Juliano: 856.745.6446
Michele Tedesco: 609.828.5950

22

ENTRY HALL, STAIRWELL, AND LIVING ROOM

ROOM DESCRIPTION:

These French Country rooms reflect the homeowners' personality and embody the art of living well a la Française. Setting the French tone in the entry hall and stairwell are a black bench with cheetah pillows on the stone floor and black iron lanterns illuminating the staircase. The living room mixes antiques, such as the carved oak bonnetiere and trumeau mirror, with new pieces such as the needlepoint rug, custom sofa and chairs, and the pastry table. The silk draperies, versatile sofa, and large oil painting coordinate with the colors of Provence and provide depth and warmth to the space. Both rustic and regal elements like the easy-to-find plates above the Palladian window and aged friezes above the doors take us back to the elegance of Paris and all that originated there. The infusion of natural light flowing from the French doors, the large iron chandelier, many lamps and sconces, add to the room's warm ambiance. The grand fireplace, framed by a custom designed faux finished mantle, casts a glow on the Bergere chairs. Layered with a multitude of textures and finishes, this living room is a relaxing spot for family and friends to gather.

CREDITS:

Refinished stone Mark Welsh, Welsh Family Painting & Historic Restoration
fireplace & faux painting on
mantle

Sofa, painted console, Kroungold's Furniture
& ottoman

Carpeting..... Worldwide Wholesale Floor Coverings

Benjamin Moore Paint Atlas Wallpaper & Paint Co.

Other Room Accessories ... Hallmark Interiors of Haddonfield

Staircase Design George Dubin, Suburban Lumber

H

Hallmark Interiors of Haddonfield

500 Warwick Road
Haddonfield, NJ 08033
Jacqueline Juliano – 856-745-6446
Michele Tedesco – 609-828-5950

Endorsements from our clients:

“Hallmark Interiors brought the French ambiance home. From the wonderful arches in the hallway to the Palladian window in the living room they captured my personal style!”

Karen Kirchner – Owner of Vision Building on Moore Lane Show House

“Hallmark Interiors helped us develop a vision for our home and executed it beautifully. They created an atmosphere of understated elegance and comfort that my wife and I and our guests thoroughly enjoy.”

William T. Cabill, Jr. –Haddonfield Attorney and Homeowner

KEITH IRONS*designed: Second Floor Hallway***OLDE WORLD FAUX FINISHES***Collingswood, NJ 08108**T: 856.858.2656***GREYSTONE INTERIORS***designed: Dining Room**121 Gill Road**Haddonfield, NJ 08033**Mary Jo Gallagher**T: 856.429.6233***SECOND FLOOR HALLWAY****ROOM DESCRIPTION:**

As you ascend the staircase, the eclectic warmth of an English Manor embraces you. The rich, dark hues of the furniture and soothing neutral tones of the walls and draperies beckon you to pause and enjoy the harvest of colors.

CREDITS:

Window Treatments ... The Medford Group

Floral Designs Creative Elegance

Antiques..... Moon and Stars

DINING ROOM**ROOM DESCRIPTION:**

Airy, bright, and inviting...touches of France abound...painted furniture with old world charm, relaxed natural fabrics with understated elegance. Stay for a cup of tea or a sumptuous dinner!

CREDITS:

Red Stone Farm Studio—Dot Bunn

Lee Jofa

Pindler & Pindler

A very special thanks to the entire Greystone team

Lourdes Show House 2006

Greystone Interiors

Mary Jo Gallagher

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JOANNE SCOFIELD*designed: Guest Bedroom***SCOFIELD INTERIORS**

11 Tilia Court
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26

GUEST BEDROOM**ROOM DESCRIPTION:**

Welcome to the guest bedroom, an "urban" lodge retreat. Maybe you'll be able to escape without really leaving home. Camp out in luxury, smell the pines, and dream of wide open spaces. Perhaps you'll see a moose! Wild Blueberry pancakes for breakfast (at dawn). Enjoy!

CREDITS:

Pine Wall Panel, Birch Tree, & Headboard Carpentry	John Crowley, Crowley's Custom Woodwork
Custom Framing	The Great Frame-Up
Drapery Workroom ... for Bedding, Pillows, Window Treatment	Kathy's Sewing & Weaving
Queen Bed, Cowhide Area Rug	Kroungold's Furniture
Fabric Headboard	Kushner Drapery Workroom
Electrician	Price Electrical Service
Red Leather Chair, ... Occasional Desk, Accessories	Shelly Millstein, Rider Furniture
Wall Upholstering, ... Painting	Nick Gregorio, SWIF Wallcovering & Painting Contractors
Custom Ceramic Wall Plate, Accessories	SOTA (Spirit of the Artist)
Fabrics	Kravet, Robert Allen, Covington
Paint donated by: Sherwin-Williams Color Studio, Marketplace Design Center, Phila., PA	



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JACQUELINE EPSTEIN

*Asst. Designer: Melissa Nase
designed: Master Bedroom*

**JACQUELINE'S INTERIOR DESIGN
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Cherry Hill, NJ 08034
T: 856.424.9998*

MARTI CASSERLY

designed: Kitchen & Family Room

INTERIORS BY MARTI

*15 Circle Lane
Cherry Hill, NJ 08003
T: 856.857.1885*

MASTER BEDROOM**ROOM DESCRIPTION:**

Here's no big surprise...our daily routine is out of control. We are over scheduled (and underpaid), we run, call, pick-up, drop-off, mail, email, and run some more. We cook, straighten, acknowledge occasions, check in on friends and relatives, and look "great" on Saturday night. Needless to say, we all need our "retreat." The Master Retreat is all encompassing —master bedroom with entertainment at the push of a button, comfy chair for handling communications, a fireplace for warmth, a great balcony for taking in deep breathes, and catching up on the latest self-help publications. A bath for those infrequently used aromatic candles and oh, yes, once in a while, we get to close our eyes and completely relax.

CREDITS:


Faux Painting James McLaughlin
Furniture Light-Parker Furniture—Design Center of Bridgeport
Florals & Greenery ... Marie of Creative Elegance
Fireplace Cabinet Paul Fago Cabinetmaking, Inc.
Console, TV Frame, AV Equipment Hi-Fi Sales Co.
Carpet Worldwide Wholesale Floor Coverings
Lighting Garden State Electric
Outdoor Furniture Smith and Hawken
Accessories, Bedding Through JIDS
Window Treatments ... Kushner Draperies

KITCHEN & FAMILY ROOM**ROOM DESCRIPTION:**

The fire is on, the wine is poured, and it's time to relax in these beautiful French-styled rooms filled with rich oranges, browns, and greens.

CREDITS:

Fabrics Lee Jofa
Faux Painting Lillian's Paintbrush
Upholstery Chandler Upholstery
Cabinetry Kristen Briel, DuBell Lumber
Kitchen Fixtures Delaware Valley Plumbing Supply
Appliances ABC Appliance
Concrete Counters and Door Framing Harmony Art
Granite Counters All Marble and Granite
Tile Barretta Tile & Stone
Tile Install Anthony DiBattista
Florals Elverston Jordan Florist & Home
Range Hood Cover and Family Room Homes Ken Lindsey, Wolfson Custom
Media Cabinetry
All accessories & furniture: Interiors by Marti Casserly



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LISA FIODALISO*designed: Powder Room***LF CREATIVE PAINTING, LLC**

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Waterford, NJ 08087
T: 609.398.2438

TERRI LINDAHL-CASTRO*designed: Game / Family Room***T.L.C. INTERIORS**

10 White Street
Mill Race Village
Mt. Holly, NJ 08060
T: 609.702.9005

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POWDER ROOM**ROOM DESCRIPTION:**

Take a step back to nature in this restful powder room. The walls are beautifully Venetian plastered to enhance the floating vessel sink.

CREDITS:

Walls Lisa Fiodaliso
Tile..... Barretta Tile & Stone Inc.
Tile Installation..... Anthony DiBattista
Plumbing Fixtures Delaware Valley Plumbing Supply

GAME / FAMILY ROOM**ROOM DESCRIPTION:**

Just imagine you are "chillin" with your favorite band in its backstage greenroom complete with all the swag. Play some tunes, play some High Stakes Poker, Watch some Videos, Snack, and have a Drink. Inspired by "MTV Cribs," designer Terri Lindahl-Castro, of T.L.C. Interiors has created a second-floor game/family room for all ages and activities. A Retro tone overall with bold colors in Pumpkin, Chocolate, and Maple Sugar walls, give a dramatic palette to the space. Textures in Leather, Velvet, Chenille, and Indian Tapestry; accented with a variety of Animal Fur and Pop Art add interest. Furnished with plenty of seating, a Custom built Wet Bar with a concrete counter top and an Artesian Secret Liquor Cabinet will make you not want to leave this room. Come backstage and enjoy, play, and "Chill."

CREDITS:

Furnishings, T.L.C. Interiors
Accessories, & Textiles
Carpeting Worldwide Wholesale Floor Coverings
Benjamin Moore Paint Atlas Wallpaper & Paint Co.
Custom Built Wet Bar Ken Lindsey, Wolfson Custom
and Hand-textured Homes
Stainless Countertop
Concrete Counter Top Brad Winkler & John Clancy of
Harmony Art
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*Designer: Michelle VanHoy-Somers
designed: Third Floor Loft*

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www.donnagorman.com

JOHN A. FAGGOTTI

designed: Office

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THIRD FLOOR LOFT**ROOM DESCRIPTION:**

The third-floor loft is a perfect space to be transformed into an artist's studio. The artist can escape into a world of her own and let the creative juices flow. She has begun a still-life sketch on the easel. The brushes and paints are out and waiting until she returns. The walls have groupings of original drawings and watercolors.

CREDITS:

Drawings & Donna Gorman-VanHoy
Watercolors

Interior Design Michelle VanHoy-Somers

Silk Flowers April's Garden

Carpet Worldwide Wholesale Floor Coverings

OFFICE**ROOM DESCRIPTION:**

This is a quiet space to reflect on the day's affairs, pay a few bills, plan the next family vacation, or snuggle up in the wing chair and read a good book.

CREDITS:

Hancock & Moore – Hickory Chair

Maitland Smith

Frederick Cooper

Robert Allen

Bevan Funnell

Worldwide Wholesale Floor Coverings

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CHERYL JOHNSON, IFDA

designed: Garden Room

ALEXANDER LTD.

3 Splitrail Lane
Medford, NJ 08055
T: 609.654.4466

JAMESLY SMYTHE & CO.

designed: Outdoor Garden

455 Locust Point Road
Locust, NJ 07760
T: 908.601.8197
Kimberly Formato
Stefanie Peiffer

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GARDEN ROOM

ROOM DESCRIPTION:

Inspired by the French Normandy architecture of the home, it was an easy decision to create a garden-themed space with French villa-style plastering and applied old world vine and grape motif. The room is centrally located off the family room and kitchen. It became quite evident that this is a wonderful gathering space for family and guests.

CREDITS:

Tile Barretta Tile & Stone
Tile Fabrication Anthony DiBattista
Art Rothstein & Co.

A very special thanks to Mr. & Mrs. Kirchner and everyone involved with Vision Building on Moore Lane.

OUTDOOR GARDEN

SPACE DESCRIPTION:

The gardens were created as extensions of this beautiful French Normandy home. We tried to create exterior rooms, each space intimate for formal or informal entertaining of family and friends. The expansive windows and french doors frame inviting views of lush landscaping. It was a pleasure working with the homeowners to help them achieve their vision.

CREDITS:

Landscape Services Grasshopper Lawn Services

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