

Concepts

inside



► **Architectural Design Trends**

What's Old Is New Again

► **Your First Step**

Selecting a Design/Build Firm

► **Design Challenges of Remodeling**

From Old-Fashioned Spaces to Modern-Day Living

► **Dream Home Ideas**

What Would You Like in Your Home?

Above: Leading the trend toward detailed and aesthetic (yet relaxed and liveable) design, this kitchen at the South Shore Club (Lake Geneva, WI) was created by CabinetWerks Design Studio. It features Wood-Mode fine custom cabinetry, Wolf double ovens and 48" cooktop, and a Sub-Zero wine cooler. For both formal occasions and casual gatherings, one-of-a-kind doors and a custom finish were invented to compliment the homeowner's china. Spice pullouts, a hidden warming drawer, and Sub-Zero refrigerated drawers are only a few of its many functional details.

On the Boards

At Pickell, our team of award-winning architects is continually working to create homes that set new standards in design. They are truly an art and architecture studio within a building company. The drawings included in this article (continued on page 4) are just a few examples of projects that are currently "on the boards" of the Orren Pickell Design Group. They effectively illustrate the range of our talent, energy, and creative intelligence.

Everything we do at Orren Pickell is custom. Our architects start with years of intense education, many more years of experience, extensive CAD training, a pencil, a blank sheet of paper, and an open mind. Then, the most important part begins: listening. They listen intensely to the needs, wants, and desires of every client. They carefully note client budgets. Then, the architects begin the process of creating stimulating inspirations for your home.

The intention of this newsletter is to provide you with information and ideas that you can apply to your own residence. To learn more about designing a Pickell home, please call Wendy Cohen, Vice President of Sales & Marketing, at 847-572-5248, or e-mail her at wcohen@pickellbuilders.com.



Above: The Orren Pickell Design Group creates original luxury custom residences in every known architectural style—and hybrids that invent all new styles. See the articles in this newsletter!



2201 Waukegan Road, Suite W-285
Bannockburn, IL 60015

Telephone: 847-572-5200
www.pickellbuilders.com

PRSR STD
US Postage
PAID

Elk Grove Vil., IL
Permit No. 313



Photo above, below, and top right courtesy *Chicago Home and Garden* magazine.

What's Old Is New Again in Architectural Design



Above Top: Today, rarely used living rooms are often replaced with much used Great Rooms, as shown above. This relaxing room includes beam ceilings (using distressed timbers) and wonderful views of Lake Geneva through all of its French doors.

Above: What's old is new: vessel bowls and teak counter details highlight this master bath. A dramatic ceiling detail with a lantern fixture leads up to a clerestory dormer.

In this technological age, advancement and innovation are the focus of many companies. While Orren Pickell Designers & Builders has invested heavily into technology, we also recognize there are simply some things that cannot be improved over time.

It is for this reason that architects today are not only looking forward but also into the past, in order to create homes that are of fantastic imagination and exquisite quality. "What's old is new again' is the current trend in architectural design," say Architects and Managing Principals of the Design Group, John Anstadt and Kent DeReus. "Homes today are incorporating details and materials that could just as easily be found in a home built 100 years ago."

"From replicated ceramic and glass tiles of the 1920s to antique clawfoot bathtubs, people are taking the best of yesterday and making them a part of their modern-day residences," says Anstadt. "They want homes that are less formal and full of charm and character. Using vintage materials is a great way to achieve this effect."

This trend in design can easily be seen at the South Shore Club, Pickell's Lake Geneva vacation community that John and Kent describe as "Old World in all its glory." For example, in the Vacation House, fir timbers from an old farmhouse were

reclaimed and used as beams in the Great Room; hand-hewn, random-size oak floor planks are carried throughout the home; and on the exterior a blend of weathered slate, stucco and rubble-tumble stone was used. In fact, all of the homes and structures being designed at the South Shore Club, from the subterranean clubhouse to the bridges and the street signs, are reminiscent of 300-year-old European architecture, with features such as swooped, graduated slate roofs; bag-struck mortar joints; and ornamental wrought-iron and gable timber detailing. Oversized stone fireplaces; knotty alder walls; bead-board ceilings; stream-stone pebble and flagstone floors; leaded glass and oriel bay windows; door timber detailing with authentic fire-cut ends; and copper ceilings are just some of the other details that have been requested for interiors.

Adds DeReus, "The Old World style is all the rage today, because it matches people's lifestyles. All of the aesthetic details are there—our clients are better educated and have a better appreciation of art and fine woodworking than ever before. Yet the homes are very relaxed and liveable. It's less about formal, black-tie entertaining and more about comfortable, casual living." In keeping with this trend, Anstadt says, "perhaps because of the high cost of land, the focus is even more on value. People want all-purpose Great Rooms, not living rooms

used once every three or four months. They want dining rooms that can be used formally, but also informally. They want to actively use every space in their homes everyday, or at least every week."

In addition to informal design, people desire more flexibility in their living spaces. For instance, dining rooms are becoming multi-use spaces that can be formal or informal depending on the occasion. One way architects are accomplishing this is by separating the kitchen from the dining room with custom cabinetry, pocket or French doors, or even a butler's pantry with a roll-down screen. As another example, clients are requesting nooks or small studies off their kitchens where a computer can be situated. "That way while they cook dinner, parents can supervise kids when they do their homework or surf the Internet," says Anstadt.

DeReus adds that the trend toward the informal is evident in every room in the house. In Great Rooms, which have replaced formal living rooms, people are opting for the charm of armoires to hold electronics instead of the formality of built-in entertainment centers. Homeowners are even hiding televisions behind sliding pictures over fireplaces. Additionally, the Cabi-

netWerks Design Studio staff says unfitted kitchens with cabinetry that looks like furniture, as seen in the Vacation House, continues to be popular, and designers/draftsmen are taking the look a step further by adding some truly unique details. For example, one kitchen at the South Shore Club



actually included hand-hammered, copper countertops. (Please note that we are creating Old World style homes for clients on the North Shore, the Northwest Suburbs, and in Michigan, as well as Lake Geneva.)

The Old World style also goes hand-in-hand with a desire for a stress-free home life. The use of recycled, aged woods and rustic surfaces aids in ease of living. These are

materials that get a patina of age—the more you use them and the older they get, the better they look! Plenty of places to relax are another big request, such as grand screened-in porches with fireplaces for staying warm and sipping cocoa on cool nights. The convenience of laundry units on both the upper and lower levels, so a homeowner has a choice depending on where they are spending most of their time that day, are also becoming more commonplace.



Above Top: This hallway becomes a gallery framed by arched top doors and hickory plank floors.



Above: Frosted, etched glass on arching French doors, a mahogany inlaid floor, a hand-painted design on the tray ceiling, and warm cherry woods combine to give this new library a warm, relaxing feeling.

Above Left: Ceiling beams from old barns are used with stone walls that match exterior stone elements in the Vacation House (at the South Shore Club, in Lake Geneva). Note the Old World look of the wrought iron fixtures.

Below: Old-fashioned craftsmanship! Hand-hewn and hand-fitted posts and beams make up this beautiful screen porch. Note the dramatic Master Bedroom balcony with Old World wrought iron railing. Hand-hewn brackets support the wood deck.



Your First Step: Selecting a Design/Build Firm

by Orren T. Pickell

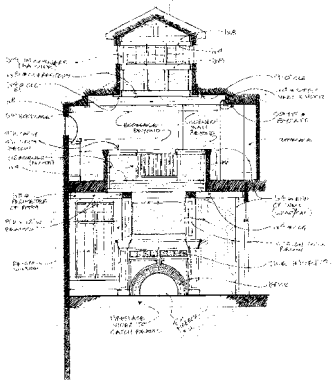


So you've decided to build a new home or do a fantastic remodel to your existing residence. Now you have to ask yourself, "What is the first step in creating the home of my dreams?"

Your answer should be to contact a design/build firm. A company such as Orren Pickell Designers & Builders has the staff and knowledge necessary to expertly, efficiently, expeditiously and economically orchestrate your project from beginning to end. From estimating to landscaping, selecting an interior designer, maintenance, and architectural design, a design/build firm has every expertise you could possibly need all under one roof.

What's more, you'll never have to worry about whether or not the people involved in building your home will be able to work around your schedule and stay within your budget, not to mention work well with one another. Every person assigned to your project is already part of a true team. This not only ensures a seamless process but also guarantees you the time, talent and training of many dedicated professionals. Every expert, from craftsmen to selections specialists, brings their specialty to the table and shares a common goal . . . the beautification and quality of your house.

While this all may seem simple and logical enough, too many people choose instead to hire an independent architect or architectural firm to draw out their plans. They have the misguided belief that doing so will save them money. What happens instead, more often than not, is that the "home of their dreams," ends up costing way more than they ever expected and causing them headache after headache.



Above Top: Pickell architects and designers share ideas during a brainstorming session.

Above: The start of an Arts & Crafts library.

Right: When you enter the front door, you walk over a fish pond (good Feng Shui).

On





Why does this occur? First, hiring a separate architect and builder creates an adversarial relationship right from the start. Remember that an independent architect can make as much as a builder in terms of commission and their job is less labor intensive. Furthermore, when an architect draws up a plan and puts it out to bid, he cuts into the builder's margin. This does little to create a harmonious relationship between architect and builder. When a delay, mistake, or any other problem occurs, which is inevitable given that you have completely separate entities working with each other, the two parties are quick to point fingers. Who gets stuck in the middle? Why you, the client, of course.

Secondly, it should be said that most architects are not privy to the current costs associated with building. That's why the vast majority of homes that architects design never become a reality. Once the plan goes to the builder, the cost of the house simply goes sky high.

Additionally, the U.S. is a very litigious place, so not only does the architect have to put out an unbelievably detailed plan, but the builder does as well. What you as the prospective homeowner has to realize is that the end result is a plan that is pages and pages in length—and every one of those pages costs you thousands of dollars.

In contrast, when you select a design/build firm, the builder is the architect and the architect is the builder. Together they put out a single, streamlined plan that contains only the appropriate data. Because of this, the home comes in at a much better price.

These are just a few of the reasons why our entire industry is gravitating toward design/build. It just makes more sense. If a

client wants to hold their budget and know exactly how much everything is going to cost, they must have a builder involved. Plus, a builder needs to look over the plans for integrity issues. A builder is simply better qualified than an architect to do this job.

So, before you take that first step, decide the kind of process you want to experience. If you are hoping that building your dream home will be as entertaining as it is rewarding, choose a design/build firm. You'll have the expertise of a team of talented professionals who together have your best interests at heart.

Renderings: Our design/build firm has enormous creativity. On these pages are ideas currently "On the Boards" at the Orren Pickell Design Group.



On the Boards



The Unique Design Challenges of Remodeling

Building a custom home offers people a perfect channel for their creativity. Clients can incorporate any detail or material that their minds can conceive. When building new, architectural limits are few and freedoms are many. At Pickell, the results are consistently nothing short of fabulous.

Remodeling is a completely different, yet equally creative and rewarding experience for homeowners and designers alike.



Above: This large dressing room lends itself to daily use with built-in furniture custom created by CabinetWerks Design Studio. Streams of natural light pour in from the two windows.

Right: A reading room and sitting area complete this expansive Master Bedroom. The lush views are brought inside with the use of strategically placed windows.



Taking something old and turning it into a showcase of modern-day living presents a myriad of design challenges. Ironically, it is those very challenges that make remodeling such an interesting adventure for everyone involved.

“Every project is different and truly unique, and that is exactly what makes remodeling as difficult as it is fun,” says Tom Koutny, Remodeling Group Sales Manager. “It’s actually easier to design an expansive 10,000-square-foot custom home

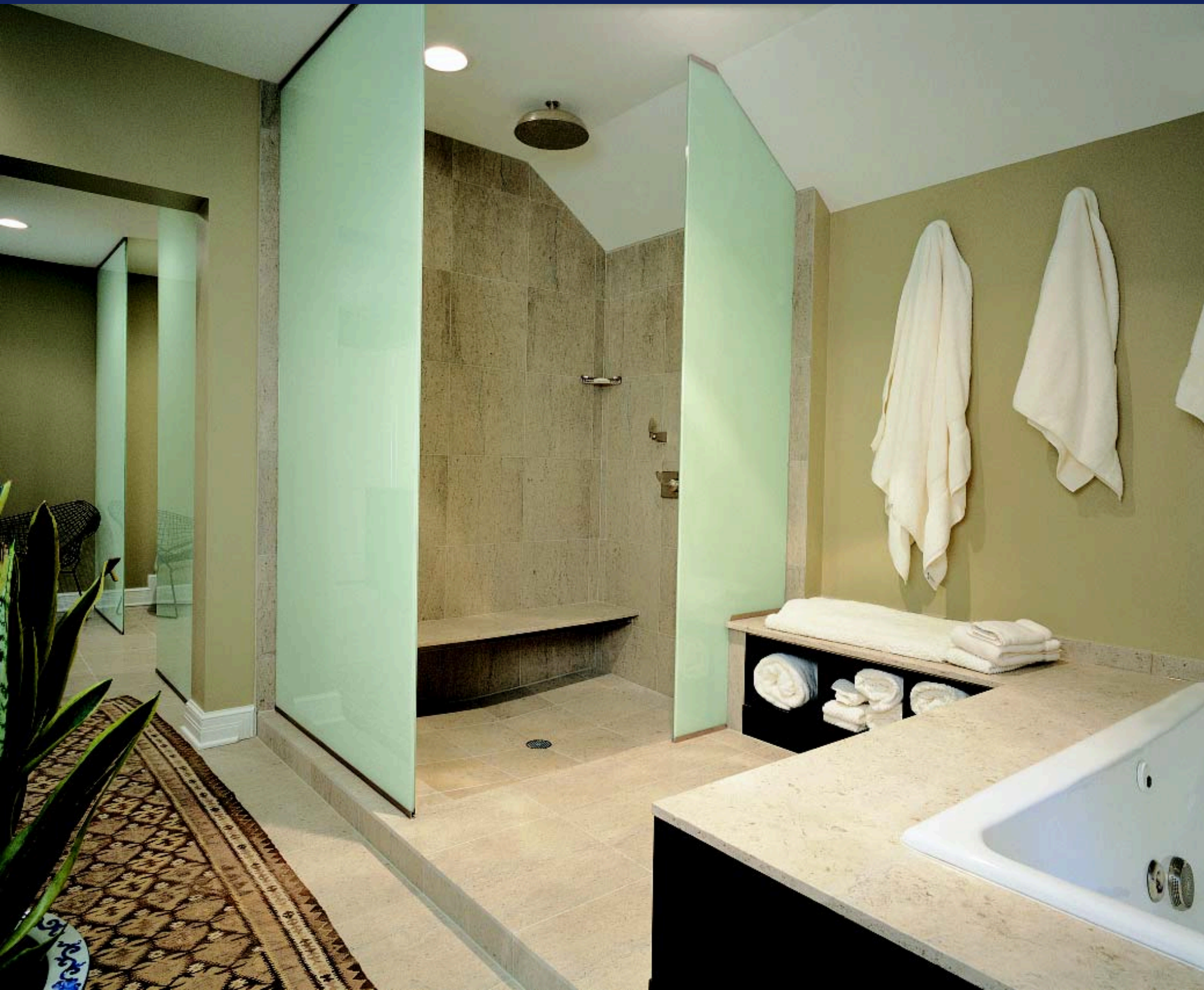
“Every project is different and truly unique, and that is exactly what makes remodeling as difficult as it is fun.”

than it is to remodel an older, smaller house or put on a 3,000-square-foot addition. You have to fit the addition or make the remodel match the existing condition of the house, and this can be easier said than done.”

In fact, Koutny calls remodels the most “design intensive” projects Pickell undertakes. First, architects are often limited by zoning restrictions and site conditions, whether it is topography or the size of the property.

At the same time that architects and homeowners are meeting these challenges, other issues often crop up. With additions, architects must strive to stay true to the original style of the house. However, materials used years ago on the exterior may have changed in size or may no longer exist. For example, a Highland Park home Pickell recently remodeled had cypress siding, an unusual material that was not readily available in the Midwest. To address this, our architects opted for Douglas fir





siding, letting it weather to a point where it matched the appearance of the original cypress.

Creating open spaces, which is a must for today's homeowners, can also present challenges. The homes of generations past featured smaller rooms that were closed off from one another. This is especially true of kitchens. Today, kitchens are the heart of the home and a natural gathering place. Often, homeowners want their kitchens open to Great Rooms or breakfast areas.

In the case of the aforementioned Highland Park house, the clients were "empty nesters" who desired a family home that would be more appropriate to their new lifestyle. For Pickell architects, that meant creating a larger kitchen/breakfast room with all new appliances and efficient work areas. They also undertook the task of designing a new master suite with larger custom-designed closets and an updated, luxurious master bath. Additionally, architects reconfigured two of the existing bedrooms into a single guest suite. A separate sitting area can be used by visiting adult children with young grandchildren.

For more information about the Pickell Remodeling Group, please call Tom Koutny at 847-572-5287, or e-mail him at tkoutny@pickellbuilders.com.

Left: The Orren Pickell Remodeling Group and CabinetWerks Design Studio combined forces to create the crisp lines and sleek design in this kitchen.



Above: Architects from the Orren Pickell Design Group used floor to ceiling shower tiles and smoked glass to give this space a sleek, modern, yet soothing feeling.

Left: Custom designed and built cabinetry by CabinetWerks Design Studio provides storage in this remodeled Master Bathroom.

Below: His and hers vanities complete this spectacular space.

Our Staff

CHIEF EXECUTIVES

Orren Pickell, CEO
Dennis Ward, President
Tony Perry, Executive Vice President

SPECIAL PROJECTS

Tina Pickell

LEGAL & HUMAN RESOURCES

Sandy Kass, HR Director
Bart Kempff, General Counsel
Kristina Dickens, Paralegal
Virginia Garcia, Receptionist

FINANCE DEPARTMENT

Rob Gadek, Chief Financial Officer
Darcy Rice, Controller
Melody Cervac, Senior Staff Accountant
Casey Reyes, Senior Project Analyst
Kevin Southwick,

Network Administrator
Chris McAvoy, Programmer
Ron Rochester, Financial Analyst
Bob Kinley, Job Cost Accountant
Jan Roberts, Job Cost Accountant
Stephanie Helton-Ryllatt,
Accounts Payable
Jennifer Graves, Payroll
Svea Tracy, Assistant

SALES & MARKETING DIVISION

Wendy Cohen, Vice President
Lori Anderson, Assistant to the VP
Ed Sucherman, Marketing Director
Cameron Petroff, Marketing Coordinator
Laura Harris, Sales Associate
Heidi Mergenthaler, Sales Associate
Susan Cenar, Sales Associate
Eileen Malcolm, Sales Associate
Kristen Kass, Sales Office Coordinator of The South Shore Club

PROJECT ESTIMATORS

Craig Wolski, Chief Estimator
Chris Rasmussen, Estimator
Joe Vartanian, Estimator
Debra Gohr, Estimator

DESIGN GROUP

Kent DeReus, AIA, Managing Principal
John Anstadt, AIA, Managing Principal
Mark Benner, Principal
Brian Ries, Associate Principal
Len Eckhoff, Associate Principal
Jason DeBaker, Associate Principal
Beth Lindahl, Associate Principal
Jeff Eichhorn, Associate Principal
Anthony R. Miller, Project Designer
Jean Gonzales, Project Designer
Katie O'Connor, Project Designer
Jeff Bujna, Project Designer
Mary Ahern, Selections Coordinator
Charlie Johnson, Selections Coordinator
Kathy Miller, Selections Coordinator
Shannon Lassiter, Administrative Assistant

CABINETWORKS DESIGN STUDIO

Dave Heigl CKD, Vice President, Director of CabinetWerks Design Studio
Jennifer Accomando, CKD, Office/Showroom Manager, Senior Designer
Jan Chinske, Senior Designer
Andrea Thier, Senior Designer
June Happ, Designer
Judy Koehler, Designer
Jodi Staples, Lead Draftsperson
Jason Ward, Draftsperson
Jennifer Vineis, Draftsperson
Beckie Jordan, Draftsperson
Bridget Mobile, Draftsperson
Michelle Dybala, Draftsperson
Bill Parks, Project Superintendent
Adam Wojack, Project Coordinator
Susan Larsen, Showroom Attendant
Jim Olson, Installer
Pat Schwager, Installer

CONSTRUCTION SUPERINTENDENTS

Kevin Batz, Senior Superintendent
Vince Janowski, Superintendent
Scott Campbell, Superintendent
Randy Richter, Superintendent
Mark Potesta, Superintendent

PURCHASING DEPARTMENT

Kevin O'Sullivan, Purchasing Manager
Henry Krupa, Construction Buyer/Coordinator
Michael Tracz, Construction Buyer/Coordinator
Ron Zarzuela, Construction Buyer/Coordinator
Jennifer Galler, Purchasing Assistant

CARPENTRY DIVISION

Kurt Savageau,
Trim Carpentry Superintendent
Jim Wood,
Rough Carpentry Superintendent

HOME MAINTENANCE

Warren Schwartz, Manager
Jenn Koeune, Maintenance Assistant
Mitch Roper, Technician
Carl Kraemer, Technician
Mike Loyd, Technician
Karen Gritis, Assistant Warranty Manager

REMODELING GROUP

Greg Schaar, Division Manager
Erik Moeller, Remodeling Estimator
Tom Koutny, Sales Manager
Nancy Valiquet, Sales Associate
Steve Brill, Sales Associate
Rocky Rowe, Sales Associate
Jeff Suo, Senior Project Superintendent
Brad Brenner, Project Superintendent
Bob Martineau, Project Superintendent
Bob Bingham, Project Superintendent

© 2004. All rights reserved.

Concepts is published by Orren Pickell Designers & Builders, 2201 Waukegan Road, Ste. W-285, Bannockburn, IL 60015.

Designer: Allegro Design Inc.
Agency: Winger & Associates, Ltd.
Photographer: Linda Oyama Bryan

For more information, visit our website at www.pickellbuilders.com or call us at 847-572-5200. Our fax number is 847-572-5299. Our email address is info@pickellbuilders.com

What Would You Incorporate in Your Dream Home?

Imagine your ultimate home. Maybe it has a home theater complete with real "cinema seats" and a concession stand that includes built-in vending machines. Or perhaps your idea of opulence is an outdoor kitchen, with a fridge, mini-bar, stovetop, rotisserie, firepit, and anything else you would need to cook dinner or whip up a snack alongside your pool, patio or deck. No matter what your dream is, we want to know about it. Why?



Our plan is to publish the "top five ideas" of our readers in the next Pickell newsletter and possibly incorporate these ideas into our next Concept Home. Simply submit on the blank space provided, your ideas on "what you would incorporate in your dream home." Also, please check off the others you find most appealing. Then mail or e-mail it back to us (see address below). If we use one of your new ideas in the next Pickell Concept House—showhomes that are designed to incorporate the most up-to-the-minute innovations in technology and design—you will receive two free home maintenance walk-throughs/check-ups (worth a total of \$500), one in the spring and one in the fall. Have some fun, and thank you in advance for your input!

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Your unique new ideas: _____

- | | |
|---|---|
| <input type="checkbox"/> Golf room | <input type="checkbox"/> Juice bar with coffee station in Master Suite |
| <input type="checkbox"/> Rooftop observation deck | <input type="checkbox"/> Infinity-edge pool |
| <input type="checkbox"/> Pet play room | <input type="checkbox"/> Family communications center (message station, mail center, calendar, PDA & cell phone charging station) |
| <input type="checkbox"/> Wet bar with aquarium | <input type="checkbox"/> Loft spaces in bedrooms with ship's ladder |
| <input type="checkbox"/> Pool with cabana or Tiki bar | <input type="checkbox"/> Natatorium (indoor pool) and locker room |
| <input type="checkbox"/> Movie theater with popcorn machine | <input type="checkbox"/> Art studio |
| <input type="checkbox"/> Outdoor kitchen | <input type="checkbox"/> Art gallery |
| <input type="checkbox"/> Indoor sports court (basketball, soccer, hockey, etc.) | <input type="checkbox"/> Elevator |
| <input type="checkbox"/> Massage room (steam sauna tanning room) | <input type="checkbox"/> Family organization center (family workshop) |
| <input type="checkbox"/> Library with secret door/passage | <input type="checkbox"/> Heated master bath floors and towel racks |
| <input type="checkbox"/> Wood burning stove | |

Send to:

Orren Pickell Designers & Builders, 2201 Waukegan Road, Suite W-285, Bannockburn, IL 60015, or e-mail to kdereus@pickellbuilders.com or janstadt@pickellbuilders.com.

Would you like to own our next Concept House? If you're in the market, or know someone who might be, call us! There are plenty of benefits.

Newsworthy Notes

The following appointments were announced by Orren Pickell, founder and CEO of the company.



Dennis Ward has been named President of Orren Pickell Designers & Builders.



Anthony Perry, AIA, has been named Executive Vice President of the company.



John Anstadt, AIA (left) and Kent DeReus, AIA have been promoted to Managing Principals of the Architectural Design Group.

We're Moving

The headquarter offices and design center of Orren Pickell Designers & Builders will be moving in late Spring to the Tri-State Complex located at Route 22 (Half Day Road) and I-94. Phone numbers, fax and e-mail remain the same.

Our new address is:

200 Tri-State International, Suite 200, Lincolnshire, IL 60069