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Will Responsible Luxury be the Next “Big Thing?”

Laura Kaehler Architects Introduces
Innovative Design Concept:

Responsible Luxury®

Recently, real estate analysts declared 2010 as the last year of the “McMansion.” In a recent report on home-buying trends, the popular real-estate website www.trulia.com announced that, “The McMansion Era Is Over.” If the prediction is accurate, what new trends are we likely to see in residential design?

According to Ms. Kaehler, “I’ve noticed clients are requesting houses that are ‘smaller’ and ‘greener,’ opting for finely crafted homes that make ample use of luxurious materials, and seem less interested in the overall size of the home. I don’t know if it is the result of the economy or a shift in taste and style, but people, more than ever, seem focused on quality, rather than quantity.”

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LKA WINS AIA AWARD

WINNER: The house in which I'd most like to live..

Laura Kaehler Architects is delighted to announce that our project was awarded **“the house in which I'd most like to live”** in this year's American Institute of Architects (Connecticut Chapter) People's Choice Award program. We want to thank all of you who took the time to vote for our project. What an honor! The winning projects are featured on the AIA site at: <http://www.aia.org>. Results from the competition will be formally announced on December 6, 2010 at the AIA's Awards Reception. Thank you for your support!

Will Responsible Luxury® be the Next Big Thing?

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Results from a new study by the American Institute of Architects (AIA) indicate this may be part of a larger trend; nationally, architects report that during the past year more than 50% of their new clients chose smaller homes with less square-footage. These findings aligned with results from an earlier study by the National Association of Home Builders that found 63% of homeowners favored finer amenities (more “bells and whistles”) over more square footage when asked to choose between the two.



To respond to these rapidly changing market trends and client preferences, Laura Kaehler Architects has introduced the concept of Responsible Luxury®, an approach that focuses on sustainable architectural design through the judicious use of materials, space, and resources.

Residential homes, designed within the purview of Responsible Luxury®, are



finely crafted with emphasis on environmental sustainability and energy efficiency.

Another defining feature of Responsible Luxury® is the concept of “flexible space” (one space/multiple uses): common space is broken down into “user-spheres,” with space boundaries determined by furniture placement, ceiling heights, and plantings. This open floor plan minimizes unused

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Responsible Luxury:

“Live Well, Live Right”

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and/or underused rooms and encourages more social interaction while still providing adequate levels of private space.

Additionally, the home is properly sited for sun, breeze, and shelter, and relies on “clean” energy sources (geo-thermal, solar panels, and wind turbines as auxiliary energy sources).



The use of renewable and low toxicity materials, such as LED lighting, hydronic radiant floor heating, formaldehyde-free glues, VOC-free paints, rapid-cycle woods, and recycled cellulose and spray foam insulation with higher R values, add to the “green” nature of this approach.

According to Ms. Kaehler, “We have developed an approach to architectural design that balances the need to ‘live well’ with the need to ‘live right.’ We are very

excited about this innovative approach to sustainable architectural design and are thrilled that our clients are so receptive to it.”

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