

*Atlanta Homes & Lifestyles*

# SERENBE DESIGNER SHOWHOUSE

September 6-28 | Swann Ridge

*[serenbe.com/events](http://serenbe.com/events)*

ATLANTA  
HOMES  
& LIFESTYLES



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*Atlanta Homes & Lifestyles*

# SERENBE DESIGNER SHOWHOUSE

September 6-28 | Swann Ridge



## showhouse hours

Thursday - Saturday: 10 a.m. - 6 p.m.

Sunday: Noon - 6 p.m.

\*Private group tours available during the week by appointment. Contact The Inn at Serenbe: (770) 463-2610.

## tickets

Showhouse Admission \$20

Tickets available online at [serenbe.com/events](http://serenbe.com/events) and onsite exclusively at the Bosch Experience Center at Serenbe.

## proceeds

The Art Farm is a growing artist and residency complex at Serenbe that will house and support visiting and permanent artists aligned with the Serenbe Institute, Serenbe Playhouse, Artist in Residency program and Film Society. The Art Farm is collaborating with Rural Studio, the design-build program of Auburn University, to construct and field test three live-work artist studio cottages. All proceeds from the 2014 Serenbe Designer Showhouse will support building the second cottage.

## parking

Parking for the Serenbe Designer Showhouse is in the Grange neighborhood of Serenbe.

## directions

Only 35 miles from Atlanta, Serenbe is located just south of the airport in beautiful Chattahoochee Hills.

Enter the Serenbe community from Atlanta-Newnan Road, turning onto Selborne Lane, take the first left at Gainey Lane, then follow the signs for showhouse parking. The entrance to the designer showhouse is accessible at the bottom of Gainey Lane on a pedestrian footpath and then across a pedestrian-only bridge. This will lead you directly to the front door of the showhouse. Detailed turn-by-turn directions can be found at [serenbe.com/contact](http://serenbe.com/contact).

Once you have completed the main showhouse, please proceed to the second Swann Ridge house to tour the designer kitchen.

\*Please, no parking within Swann Ridge.



# SPONSORS

presenting sponsors

ATLANTA  
HOMES  
& LIFESTYLES

**serenbe**

opening night sponsors



**serenbe**  
STYLE & SOUL

hospitality sponsors



**BOSCH**  
Invented for life

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*American  
Standard*

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Visions Inc.

KINGDOM WOODWORKS

**Thermador**

REAL INNOVATIONS FOR REAL COOKS

**PORCELANOSA**

TILE / KITCHEN / BATH / HARDWOOD



# OPENING NIGHT PREVIEW PARTY

Friday, Sept 5, 7-9 p.m.

Join us for cocktails, hors d'oeuvres, music and art as we celebrate the opening of the 2014 *Atlanta Homes & Lifestyles* Serenbe Designer Showhouse. Be the first to walk the pedestrian footbridge, tour Swann Ridge and explore the designer showhouse and second house model kitchen. The event begins at 7 p.m. as you cross the footbridge to the main home featuring 12 designers on three levels. Take in the natural landscape of Serenbe from the expansive living room overlooking the woods and back across the bridge. Refreshing cocktails and seasonal bites will be served featuring Serenbe Farms organic produce, and guests will have the opportunity to meet the showhouse designers, who will be on hand to discuss their work. Art will be featured throughout the showhouse and available for sale with a percentage going to the Art Farm— its mission being to create a place and space for artists to live, work and create.

\*Tickets to the Opening Night Preview Party are \$75 and can be purchased at [www.serenbe/events](http://www.serenbe/events).



## DINE AT SERENBE

### THE BLUE EYED DAISY BAKESHOP

Monday & Tuesday | 8 a.m. - 9 p.m.  
Wednesday & Thursday | 8 a.m. - 4 p.m.  
Friday & Saturday | 8 a.m. - 9 p.m.  
Sunday | 8 a.m. - 6 p.m.

### THE HIL

Tuesday & Wednesday | 5 - 9 p.m.  
Thursday & Friday | 11 a.m. - 2 p.m. & 5 - 9 p.m.  
Saturday & Sunday | 11 a.m. - 9 p.m.

### THE FARMHOUSE

Lunch | Saturday 11:30 a.m. - 3 p.m.  
Sunday 11:30 a.m. - 6 p.m.  
Dinner | Thursday-Saturday 6 - 9 p.m.  
Cocktails & Savory Bar Snacks  
Thursday -Sunday 4 - 9 p.m.



# SHOPS AT SERENBE

From unique antiques to a general store, art galleries, home decor, a sweet shop and more, Serenbe has plenty of places to explore beyond the designer showhouse, not mention our three award-winning farm-to-table restaurants. Wander before or after you see the Showhouse, but either way, don't miss out on all Serenbe has to offer.

## BLUE EYED DAISY

[blueeyeddaisy.com](http://blueeyeddaisy.com)

Bakeshop & Cafe  
9065 Selborne Lane

Monday & Tuesday: 8 a.m. - 9 p.m.  
Wednesday & Thursday: 8 a.m. - 4 p.m.  
Friday & Saturday: 8 a.m. - 9 p.m.  
Sunday: 8 a.m. - 6 p.m.

## BOSCH EXPERIENCE CENTER

[boschexperiencecenter.com](http://boschexperiencecenter.com)

Sustainability Education Center  
10640 Serenbe Lane

Thursday - Sunday 10 a.m. - 5:30 p.m.  
\*Exclusive on-site ticket sales during showhouse hours

## SERENBE FARMERS AND ARTISAN MARKET

[facebook.com/serenbeMarket](https://facebook.com/serenbeMarket)

Farmers & Artisan Market, Cooking Demos & Live Music  
Selborne Green, 9110 Selborne Lane  
Saturday: 9 a.m. - 12 p.m.

## THE FARMHOUSE AT SERENBE

[serenbefarmhouse.com](http://serenbefarmhouse.com)

Restaurant

10950 Hutcheson Ferry Rd  
Lunch: Saturday 11:30 a.m. - 3 p.m.  
& Sunday 11:30 a.m. - 6 p.m.  
Dinner: Thursday - Saturday  
6 p.m. - 9 p.m.  
2 for 1 Cocktail Hour:  
Thursday-Sunday 4 p.m. - 6 p.m.  
\*Private group lunch can be booked  
Monday through Friday

## THE GENERAL STORE AT SERENBE

[generalstoreatserenbe.com](http://generalstoreatserenbe.com)

Grocery and More  
10642 Serenbe Lane

## SELBORNE SWEETS

[selbornesweets.com](http://selbornesweets.com)

Sweet Shop  
9131 Selborne Lane

## SERENBE FARMS

[serenbefarms.com](http://serenbefarms.com)

Organic Farm  
8457 Atlanta Newnan Road  
Tours Saturday 12:30 p.m. and by appointment

## SERENBE REAL ESTATE OFFICE

[serenberealestate.com](http://serenberealestate.com)

Real Estate  
9055 Selborne Lane  
11 a.m.-5 p.m. or by appointment

## SERENBE TRAILRIDING

[serenbetrailriding.com](http://serenbetrailriding.com)

Horseback Riding  
10950 Hutcheson Ferry Road  
Visit website to book ride

## SPA AT SERENBE

[spaatserenbe.com](http://spaatserenbe.com)

Spa  
9135 Selborne Lane

## TWIG

[facebook.com/TwigSerenbe](https://facebook.com/TwigSerenbe)

Candles, Gifts, Housewares and More  
9077 Selborne Lane

## GREENHOUSE

[greenhouseserenbe.com](http://greenhouseserenbe.com)

Antiques and Home Decor  
9117 Selborne Lane

## THE HIL

[the-hil.com](http://the-hil.com)

Restaurant

9110 Selborne Lane  
Tuesday - Thursday: 5 p.m.-9 p.m.  
Friday: 11 a.m.-2 p.m., 5 p.m.-9 p.m.  
Saturday & Sunday: 11 a.m.-9 p.m.

## HONEYCOMB CONSIGNMENT

Womens Consignment Store  
9110 Selborne Lane

## THE INN AT SERENBE

[serenbeinn.com](http://serenbeinn.com)

Inn  
10950 Hutcheson Ferry Road

## NEWINGTON GALLERY

[newingtonphotography.com](http://newingtonphotography.com)

Photography Gallery  
9133 Selborne Lane

## PAISLEY SALON

[paisleysalon.com](http://paisleysalon.com)

Hair Salon  
9059 Selborne Lane

## PEACHTREE BIKES

[peachtreebikes.com](http://peachtreebikes.com)

Bike Shop & Rentals  
9119 Selborne Lane

## RESOURCE

[facebook.com/ResourceSerenbe](https://facebook.com/ResourceSerenbe)

Gifts and Home Decor  
9110 Selborne Lane



## SPECIAL EVENTS

### OPENING NIGHT PREVIEW PARTY

*Friday, September 5 at 7 p.m.*

\$75/person

Join us in the bucolic Serenbe community to celebrate the opening of the first *Atlanta Homes & Lifestyles Serenbe Designer Showhouse* with cocktails, seasonal bites and live music.

### AIR DINNER

*Saturday, September 6 at 6 p.m.*

Your \$50 donation not only supports an artist to live and work in Serenbe for a day, but is also your ticket to this exclusive Artist in Residence Board Dinner.

### HAYRIDE & ANIMAL FEED

*Saturdays/Sundays at 1 p.m.*

The Inn at Serenbe, \$5/person

### SERENBE FARMS TOURS

*Saturdays at 12:30 pm*

\$5/person

### INN AT SERENBE GARDEN TOURS

*Sundays at 2 p.m.*

\$5/person

### WINE TASTINGS

*Sundays at 3 p.m.*

\$5/person with showhouse ticket; The General Store

### CHATT HILLS MUSIC PRESENTS GRANVILLE AUTOMATIC

*Saturday, September 20, 8 p.m.*

\$15/person, Second Designer Showhouse

### CHEF CHRIS HASTINGS BOOK SIGNING

*Sunday, September 21, 1 p.m.*

Complimentary with showhouse ticket

### CLOSING PARTY AT THE ART FARM

*Saturday, September 27, 6 p.m.*

\$50/person

Enjoy a final private tour then head across the street to the Art Farm for a bonfire, drinks, food truck and a live band to close out the night.

*Scheduled events confirmed at the time of printing. Please check [serenbe.com/events](http://serenbe.com/events) for new and updated schedule.*





## PRIVATE GROUP TOURS + HOUSE PROGRAMMING

Private group tours are available Monday - Wednesday for groups of 10 or more. Group lunch at The Farmhouse at Serenbe can also be booked for groups of 10 or more. A complimentary Serenbe community tour can be included before or after your group Farmhouse lunch. To book a group tour or lunch, contact the Inn at [heather@serenbe.com](mailto:heather@serenbe.com) or (770) 463-2610.

The second Swann Ridge showhouse features a designer kitchen and will offer culinary, interior and design workshops and demonstrations. Entrance to these programs is complimentary with your 2014 Serenbe Designer Showhouse ticket. Seated space is limited on a first-come, first-served basis. Programming includes cooking demonstrations, book signings, table setting tips, flower arranging and more.

Programming details including dates and times available at [serenbe.com/events](http://serenbe.com/events).”

# LETTER FROM SERENBE FOUNDERS

steve & marie nygren



If you want to change the world, start in your own backyard. We discovered the property now known as Serenbe on a weekend outing to introduce our children to the Georgia countryside in 1991. Over the course of the next three years we found that our time on the weekends and time together as family, brought us peace and serenity. So in 1994 we moved to the farm full time and stepped off the insatiable treadmill of life.

In 2000 we realized the need to protect the woods and lands that had become our home. That journey has led us to become placemakers, where we are rediscovering what it means to build community and create place, to think about life as a piece of art where we can bring beauty to the small moments in life.

It has always been extremely important to our family to celebrate the arts. From the lampposts in the Selborne neighborhood to the site-specific theater of Serenbe Playhouse, our goal is to integrate the arts into every aspect of life here. We are excited to invite you to visit the 2014 Serenbe Designer Showhouse, and stay for a meal, a weekend or call it home for a lifetime.

# LETTER FROM ARTIST IN RESIDENCE + ART FARM CHAIR

janice barton

The non-profit Serenbe Artist in Residence (AIR) is dedicated to sustaining nature, passion, community and creativity. To accomplish this, we provide artists of the highest caliber uninterrupted time and a welcoming community in which to create. Visiting artists of unique talent and creativity, both visual and performing, share their passion through performance and dialogue and help us continue to create a sense of place enhanced by art and artists. AIR fosters and supports accomplished artists from around the world, and in 2015 we will begin housing those artists at the Art Farm at Serenbe.

AIR is excited to partner with *Atlanta Homes & Lifestyles* and Serenbe with the goal to expand the Art Farm as a place for artists to live, work and convene. The Art Farm complex deepens Serenbe's values—nature, passion, art and community—and will be here for us, our families, our neighbors and our friends in the years to come. Thank you for your support of this vision by visiting the 2014 Serenbe Designer Showhouse.

# AIR BOARD OF DIRECTORS

Janice Barton, Chair  
Tom Swanston, Past Chair  
Sandra Storrar, Vice Chair  
Ashton Ritchie, Treasurer  
Camille Myers, Secretary  
Brandon Hinman, Director  
Barry Anbinder  
Jane Crews  
Dianne Cutler  
Heath Daughtrey  
Steve Dray  
Lynn Eden  
Logynn Farrell  
Bess Heiberger  
Rebekah Hudes  
Julie McKinney  
Monica Olsen  
Carla Royal  
Rob Simblist



# ABOUT SERENBE

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» Serenbe is pioneering a new community model connected to nature on the edge of Atlanta. A neighborhood with fresh food and fresh air that makes well-being as natural as nature itself. A purposeful community where people live, work, learn and play in celebration of life's beauty. Where connections between people, nature and the arts are nourished.

» Serenbe is set among acres of preserved forests and meadows with miles of nature trails that connect homes and restaurants with arts and businesses,

» Serenbe's architectural planning sets a new standard for community living and engagement by remembering the past. Each of the four neighborhoods will have complementary commercial centers focused on the elements of a well-lived life: arts for inspiration, agriculture for nourishment, health for wellbeing and education for awareness.

» Year-round cultural events include outdoor theater from Serenbe Playhouse, culinary workshops and festivals, music events, films and lectures, boutique shop-

ping, art galleries, a spa and trail riding, plus a robust Artists in Residence program featuring dinners and talks.

» Fresh food is another of Serenbe's natural assets, with a 25-acre organic farm, seasonal Saturday Farmer's Market, thriving CSA program and edible landscaping, including blueberry bushes and fig trees along paths and sidewalks

» Serenbe is a place where you can come for the farmer's market, enjoy a long weekend or stay for a lifetime.





# serenbe community master plan





# THE ARTS AT SERENBE



## SERENBE INSTITUTE

The Serenbe Institute for Art, Culture & the Environment is a non-profit organization that exists to make Serenbe a community that passionately explores, embraces and expands the connections between nature, culture and the art of living. The Serenbe Institute develops, incubates, presents and facilitates a wide range of programs and events furthering its mission to cultivate our community's creative, intellectual and ecological qualities.

Today the Institute supports the following programs at Serenbe: outdoor theatre with plays and musicals, artist residencies, intimate musical performances, lectures, artist dialogues, a renowned fellows program, film screenings, photography, concerts, films in the wildflower meadow, cabarets, theatre camps, education, visiting authors and playwrights and public art.

Since its inception the Institute has established a Film Society, Serenbe Fellows and the Art Farm plus the fully realized arts units with full-time directors, The Serenbe Playhouse and Serenbe Artist in Residence (AIR) which both have a full slate of annual programming.

### » serenbe artist in residence (AIR) program

The non-profit Serenbe Artist in Residence provides artists of the highest caliber uninterrupted time and space in which to create. Invited artists are provided studio, housing, a stipend and a deeply interested and supportive community at Serenbe. Since its inception four years ago, over 25 artists have participated in AIR residencies and have contributed hundreds of days of art and culture to the community. Notable past artists have included Paul Vallinksi, Lora-Faye Whelan, Cornelia Conrads, Bernice McFadden, Sarah Kay, Oliver Jeffers and Sam Winston. Learn more at [airserenbe.com](http://airserenbe.com).

### » serenbe playhouse

Serenbe Playhouse believes that theater is an art form with a unique power to illuminate the human experience, and honors this by producing artistically rich, open-air theatrical performances for audiences throughout Metro Atlanta. By reducing the barriers between audiences and actors, the playhouse provides numerous opportunities for engagement, conversation and collaboration. Serenbe Playhouse is a pioneer in modeling Green Theater Practices by producing plays with a commitment to social responsibility and environmental stewardship. Learn more at [serenbeplayhouse.com](http://serenbeplayhouse.com).

# THE ARTS AT SERENBE



DIRECTOR, SERENBE ARTIST IN RESIDENCE + ART FARM

## brandon hinman

Brandon Hinman is the Director of Serenbe's Artist in Residence Program and the Art Farm. He graduated from Furman University with a degree in Philosophy, and has studied Storytelling and Art History. A Georgia native, Brandon spent a decade working afar in residencies and property management, food events, and cultural programming. He especially enjoyed the creation of a popular roving supper series in Boston called Wink Supper. Brandon is a dedicated advocate and strategist for the residency model, with a deep commitment to artistic and social experimentation and innovation. His work centers on creating platforms in which artists and other creative thinkers can deepen their practice and broaden their process. He brings a particular interest in how residencies re-establish the practice of making art in a specific place, within a community of intention. It is Brandon's hope that his work with the Artist in Residence Program and Art Farm will encourage creative practitioners to frame and re-frame the experience of Serenbe.



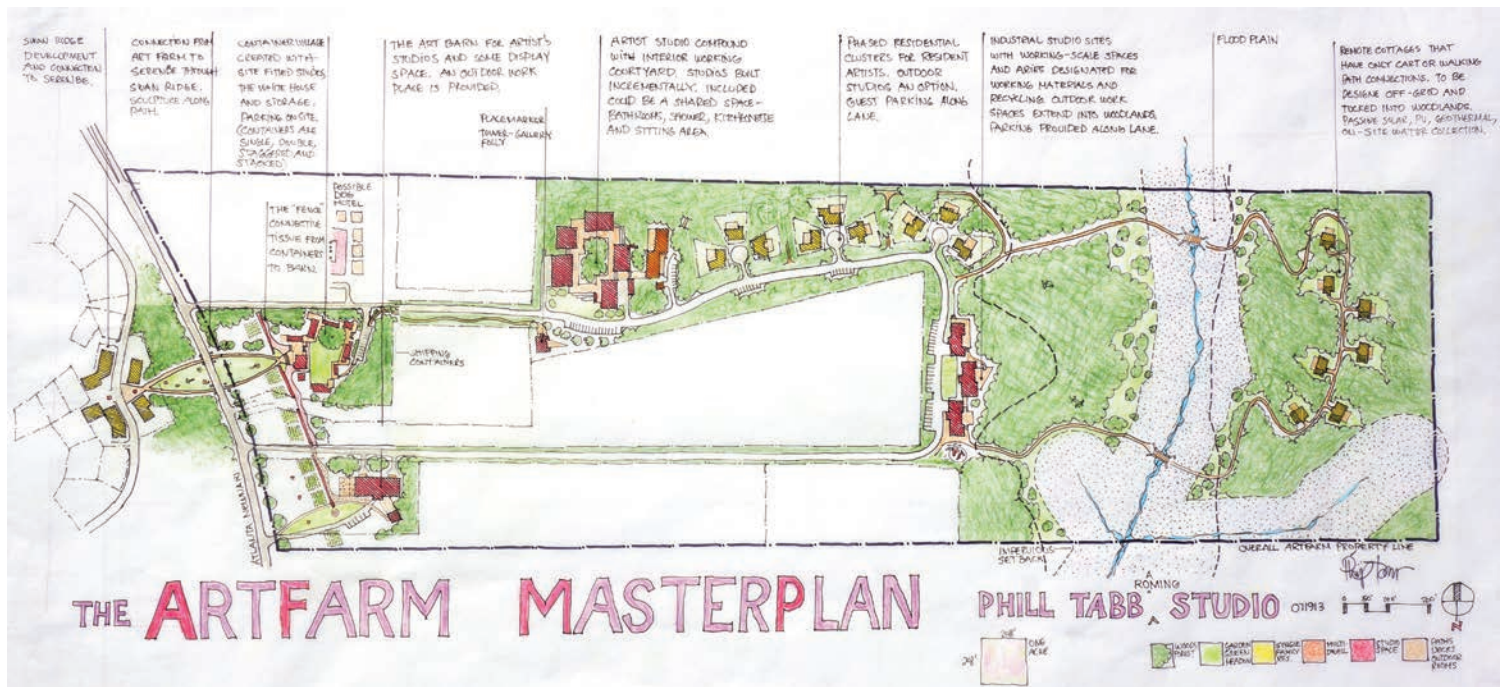
FOUNDER & EXECUTIVE/ARTISTIC DIRECTOR OF SERENBE PLAYHOUSE

## brian clowdus

Brian Clowdus is an actor, educator, director and producer. Brian received his BA in Theatre & Dance from Amherst College graduating Magna Cum Laude. With highest distinction for his Thesis Work, he holds an MFA in Acting from The University of South Carolina. He has performed/directed in Tokyo, London, Canada, Central and South America, the Caribbean, NYC, LA and in almost every other major city in the United States. He has had the fortune of working with many major theatres and entertainment companies including: The Shakespeare Theatre Company, Surflight Theatre, Shawnee Playhouse, Park Avenue Theatricals, New Bedford Festival Theatre, The British American Drama Academy, Holland America Cruise Lines, Tokyo Disney, The Debaun Performing Arts Center, New London Barn Playhouse, The LAB Theatre, Theatre South Carolina, Aurora Theatre, Fabrefaction Theatre Company, Stagedoor Players and of course, Serenbe Playhouse. Brian was named one of Atlanta's Most Eligible Bachelors by Jezebel Magazine and is featured in the May issue of Atlanta Homes and Lifestyles magazine's 2014: 15 under 40.



# ABOUT THE BENEFICIARY



## THE ART FARM AT SERENBE

Serenbe was designed with the arts in mind, including the Art Farm, a 40-acre complex that will serve as the central place for artists, the arts and culture at Serenbe. This complex is deeply rooted in process, education and creating multiple platforms for creativity. Artists, practitioners, and researchers will come here to deepen their practice and broaden their creative connections.

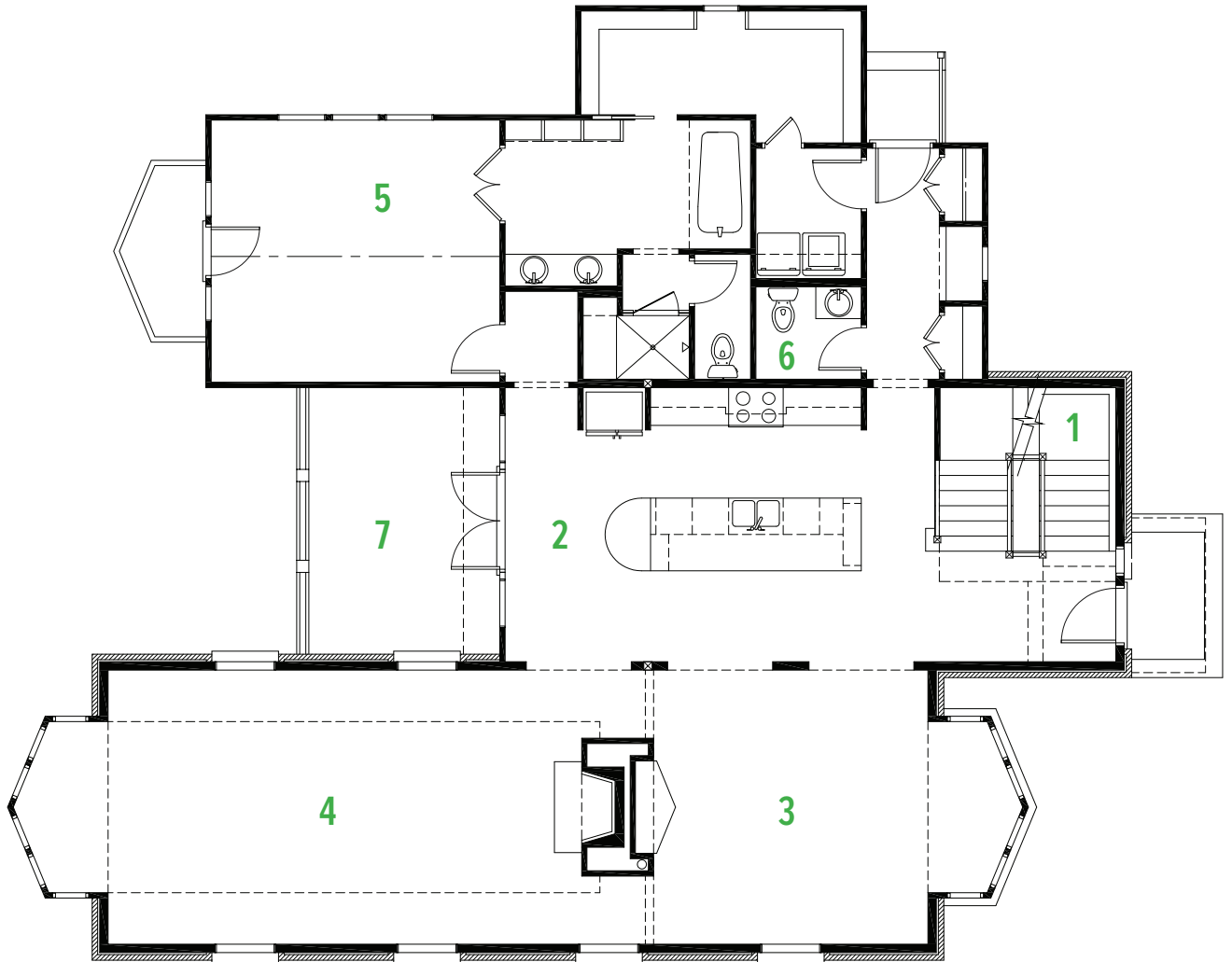
Currently The Serenbe Institute is limited in the number of artists it can bring to Serenbe each year. The aspiration is to convene and house multiple artists at a time, and the Art Farm is a response to this need and creates an essential physical place for the arts at Serenbe.

The Art Farm is collaborating with Rural Studio to construct the first wave of live-work artist cottages. Rural Studio is an off-campus design-build program of Auburn University, established in 1993 by D.K. Ruth and Samuel Mockbee to give architecture students a hands-on educational experience. The artist cottages will be based on Rural Studio's 20K House project that began in 2005 as a research project to address the need for affordable housing, provide an alternative to the mobile home and accommodate potential homeowners who are unable to qualify for commercial credit. The objective of the Art Farm Rural Studio collaboration is to design and build a model house that could be reproduced on a large scale by a contractor. The proceeds from the 2014 Serenbe Designer Showhouse will directly benefit this important initiative at the Art Farm.

\*Learn more about Rural Studio at [ruralstudio.org](http://ruralstudio.org)

# FLOORPLANS

first floor



1 KERRY HOWARD  
*KMH Interiors*  
Entry Foyer + Stair Hall

2 JANIE HIRSCH  
*J. Hirsch Interior Design*  
Kitchen

3 LANAH JACKSON  
*Robert Brown Interior Design*  
Dining Room

4 MELANIE MILLNER  
*The Design Atelier*  
Living Room

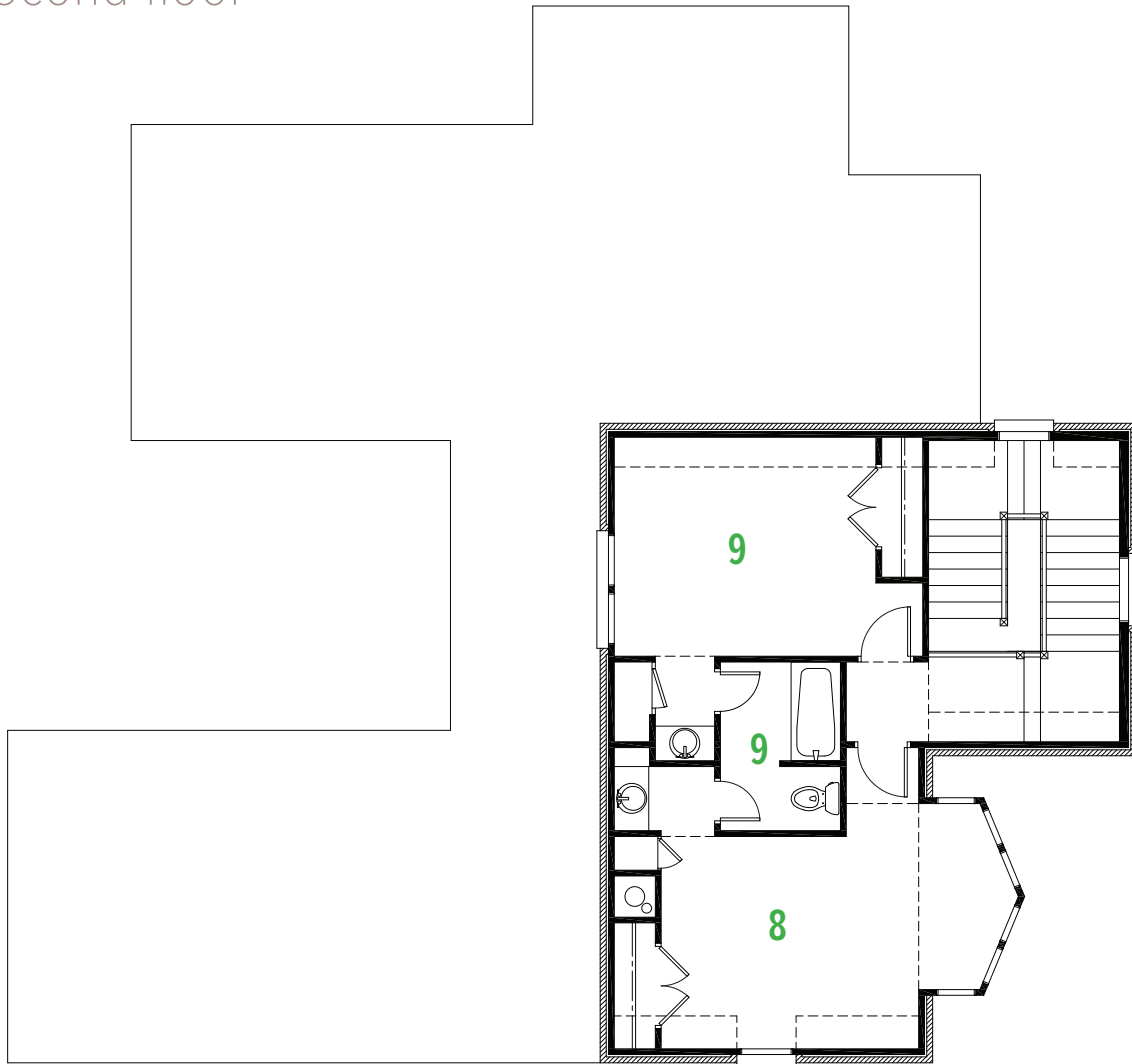
5 YVONNE MCFADDEN  
*Yvonne McFadden, LLC*  
Master, "A Tailored Haven"

6 JAMES WHEELER  
*J. Wheeler Designs*  
Powder/Laundry/Hall

7 HOPE VANZANT  
*HMS Designs*  
Rear Porch



second floor

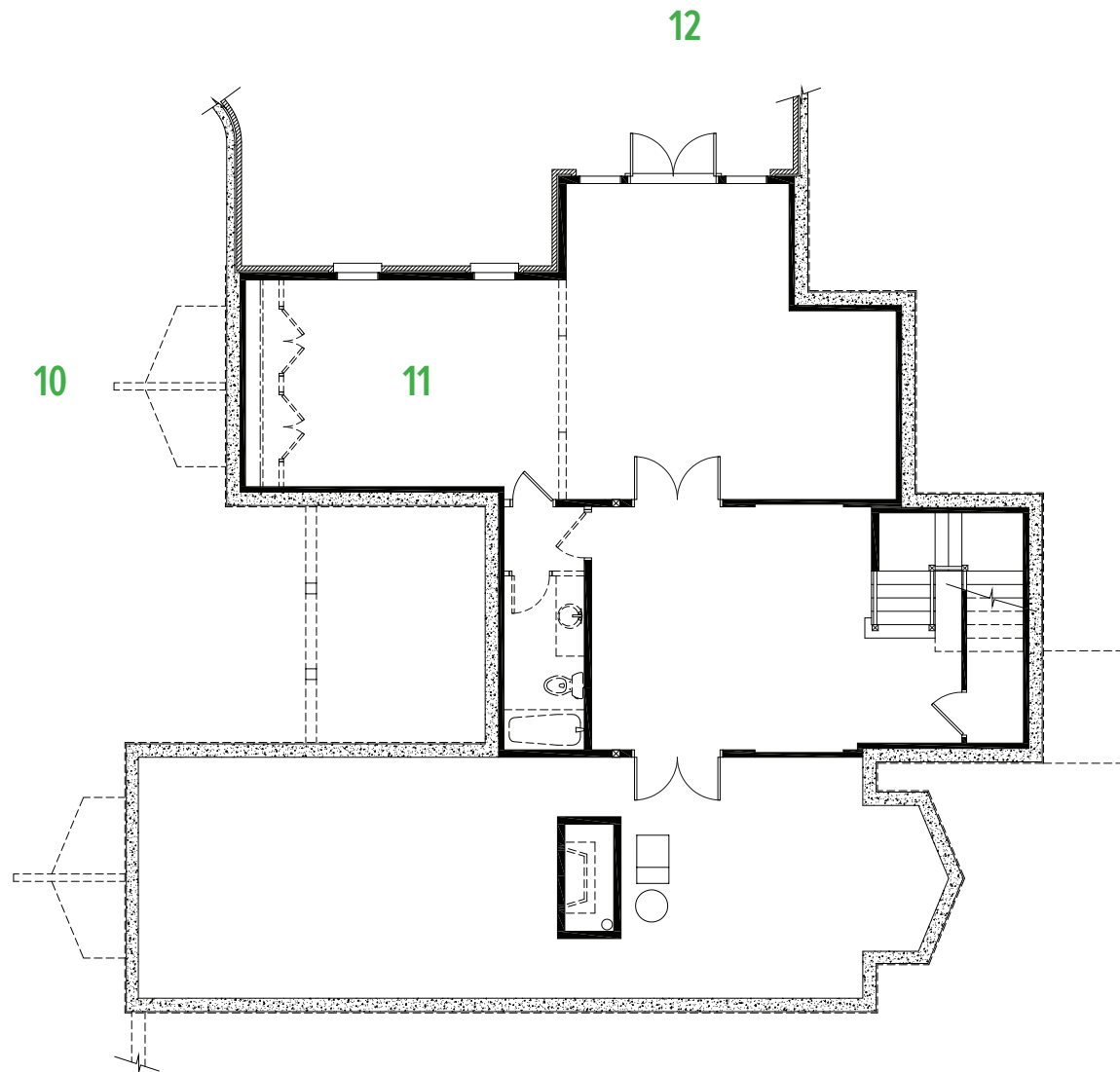


8 JULIE WITZEL  
*Julie Witzel Interior Design*  
Gentleman's Office & Hall

9 KAREN FERGUSON  
*Harrison Design Associates*  
Guest Retreat + Bath

# FLOORPLANS

terrace level



10 MELANIE DAVIS  
*Melanie Davis Design*  
Family Terrace

11 NIKI PAPADOPOULOS  
*Mark Williams Design Associates*  
Terrace Bed/Bath, "The Artist's Retreat"

12 MISSY MADDEN + TODD YEAGER  
*Bellwether Landscape Architects*  
Terrace Garden



# MEET THE DESIGNERS

ENTRY FOYER & STAIR HALL //  
KERRY HOWARD



*“The foyer and staircase illustrate the story of a family of collectors. Reflecting the philosophy of KMH Interiors, pieces from the family’s history are paired with new selections. The result is a colorful, transitional space that depicts the blend of past and present, leaving room to add to their collection.”*

Kerry M. Howard is a native of South Carolina where he attended Anderson University. He has a BA in Art with a concentration in Interior Design. Kerry is the president of KMH Interiors located in Atlanta, Georgia, where he practices residential design. His firm has been published in several local and national magazines. Kerry was on TOP Design, season 2, in 2009 for Bravo TV, and most recently a featured designer on HGTV’s Design Wars. He is known for his perfect pairing of Transitional Interiors. He is allied member ASID, and is currently serving on the Georgia chapter’s board.

*KMH Interiors*  
*kmhinteriors.net*  
*(678) 705-7580*

KITCHEN //  
JANIE K. HIRSCH



*“Along with the home’s English Cotswold character, the kitchen represents classic design that is the heart of the home, offering a place of comfort and ease for entertaining. The modern features, mixed with eclectic details provide a timeless and functional kitchen for everyone to enjoy.”*

J. Hirsch Interior Design has been designing award-winning interiors for over 24 years. Janie, a Louisiana native and the daughter of an architect and watercolor artist, moved to Atlanta following a stint in New York City working for a lighting designer. The signature of J. Hirsch Interior Design includes an eclectic combination of classic furnishings and antiques with a strong connection to architectural elements. She uses color as a neutral, along with texture and pattern to bring a quiet sophistication to client’s homes. Hirsch has been featured in Traditional Home, Décor, Beautiful Homes, Atlanta Homes & Lifestyles, Interiors Southeast, among others.

*J. Hirsch Interior Design, LLC*  
*jhirschinteriors.com*  
*(404) 395-3711*

DINING ROOM //  
LANAH JACKSON



*“This room introduces a new take on the classic Cotswold style home, using contemporary artwork and eclectic furnishings to infuse this dignified home with a bit of youthful modernism.”*

Lanah Jackson is a lead designer and Executive Vice President at Robert Brown Interior Design in Atlanta. Lanah has spent the last decade applying her clean, sophisticated aesthetic to fine residences across the nation. Recent projects include the Ritz-Carlton Residences in Atlanta, the Kips Bay Show House in New York, and several private residences that will appear in print over coming months. Lanah has served on the Board of Directors of the American Society of Interior Designers, and in 2011, Clinton Smith, Editor in Chief of Veranda magazine, selected Lanah as a winner of the ADAC Rising Star award. This Spring, Lanah was instrumental in the launch of Townhouse by Robert Brown, a new retail store in Buckhead featuring extraordinary goods from around the world.

*Robert Brown Interior Design*  
*robertbrowninteriordesign.com*  
*(404) 917-1333*

LIVING ROOM //  
MELANIE MILLNER



*"This warm, comfortable gathering room is the perfect spot to curl up and read a good book, watch your favorite movie and/or spend time with family and friends. Inspired by a relaxed palette of colors, the vibe of the room will calm your spirit and wrap your soul with a feeling of simple luxury."*

Melanie Millner is a graduate from the University of Texas at Austin with a degree in Interior Design. She moved to Atlanta in 1990 and started her own design firm in 1993. Over the last 20 years, she has acquired residential and corporate clients in the Southeast. She has completed corporate spaces in Mexico, United Kingdom, Canada, Hong Kong and China. With her creative and sophisticated approach to design, Melanie's loyal client base continues to utilize her skills in numerous ways to create environments that change the way people live and work. Her projects have been featured in many publications including Interior Design Magazine, Atlanta Homes & Lifestyles and The Atlanta Journal & Constitution.

*The Design Atelier  
thedesignatelier.com  
(404) 365-8662*

MASTER SUITE //  
YVONNE MCFADDEN



*"The room encompasses a tailored collection of modern furnishings and antiques, serving as a weekend haven for city dwellers. The crisp black and white palette creates a juxtaposition between the built environment and the natural landscape."*

Yvonne McFadden graduated from The Art Institute of Atlanta with a degree in Interior Design and is an active member of ASID. She has over 10 years experience and founded her firm after 5 successful years with a prestigious design firm. Yvonne's work has appeared in multiple publications. As an Atlanta based interior design firm, Yvonne McFadden LLC is a small team of professionally and academically trained interior designers with a true passion for what they do. The firm's work embraces the concepts of simplicity, practicality, and functionality to create luxurious, high-end spaces. Ultimately the goal is to enhance the lifestyles of clients by understanding their way of living and designing accordingly.

*Yvonne McFadden, LLC  
ymcfaddenllc.com  
(843) 267-7530*

POWDER ROOM, LAUNDRY &  
MUDROOM // JAMES WHEELER



*"Designing the powder, laundry room and mudroom gave me the opportunity to show that every day spaces can be sophisticated. I've used a color palette of jewel tones and I've applied out of the box elements, including wall coverings and fabrics, to elevate each room's aesthetic."*

Recognized for his sophisticated Southern style, magnetic personality, and steadfast ability to deliver exactly what his clients want, interior designer James Wheeler creates warm, livable spaces that tell a story. A Georgia native, James founded J. Wheeler Designs in 2012 after a decade of experience in designing residential interiors throughout Atlanta and the Southeast. His classic meets contemporary style has been injected into small and large scale spaces, from condominium residences to vacation properties. James and J. Wheeler Designs have been featured in media outlets like House Beautiful, Elle Decor and HGTV Remodels.

*J. Wheeler Designs  
jwheelerdesigns.net  
(352) 460-1536*



# MEET THE DESIGNERS

REAR PORCH //  
HOPE VANZANT



*"This quaint space will have the perfect atmosphere for the serene backdrop of the Serenbe woods, and it will keep up the English Cotswold feel. My color palette is inspired by soft, yet sophisticated earth tones with a splash of texture and bold prints which help you feel like the outdoor space is truly part of the Serenbe woods."*

Hope Vanzant, principle of HMS Designs, is one of the leading designers on the south side of Atlanta. She established HMS Designs in 2000 and has worked in the Serenbe community with many clients over the last few years. She has also had the opportunity to work with some of the most prominent clientele on the south side. Her design can span the many styles and influences that a community like Serenbe showcases. She is known for her attention to detail and desire to execute the client's vision for their home. She has a showroom in Peachtree City, as well as Atlanta, that showcase the many facets of her resource offerings.

*HMS Designs  
hmsdesign.com  
(203) 831-8600*

GENTLEMAN'S OFFICE & HALL //  
JULIE WITZEL



*"With its abundance of natural light and stunning views, this room lent itself as a place for creativity and repose. A well-edited and clean-lined interior, in a masculine color palette, makes this the perfect office space for the work from home professional."*

J Witzel Interior Design is a full-service interiors firm specializing in modern designs that reflect each client's individual style and spirit. With over 10 years of professional design experience, principal designer and company founder Julie Witzel, ASID, offers an approach that pays special attention to the architecture, balance, scale, light and color of an interior space. Witzel began her career with an award-winning Atlanta design firm, working her way up quickly from intern to project manager for their high-end residential design projects throughout the country. In 2009, Witzel became certified by the National Council for Interior Design Qualification and in 2011 was nominated by ADAC as one of their "Ones to Watch."

*Julie Witzel Interior Design  
jwitzeldesign.com  
(770) 639-5791*

GUEST RETREAT & BATH //  
KAREN FERGUSON



*"We chose a natural palette to honor the Serenbe philosophy that people can live more fully when connected to nature. By painting the window a dark color, the viewer's eye is led to the lush trees outside, creating a visual extension of the space into the outdoors. The grasscloth wallcovering evokes the bark and other earthly elements surrounding the home. The use of sumptuous linens and refined furnishings creates a luxurious retreat for guests."*

Karen Ferguson established Harrison Design Associates' interior design studio in 2000, becoming the firm's youngest and first female design director. Ferguson has built an impressive body of national and international projects, won numerous industry awards and garnered frequent media coverage. With her appreciation for the beauty of classical architecture and her fresh perspective on traditional design, clients seek her guidance on every aspect of their interiors, from space planning to selecting and creating custom finishes, furnishings and accessories.

*Harrison Design Interiors  
harrisonsdesign.com  
(404) 365-7760*

FAMILY TERRACE //  
MELANIE DAVIS BRACEY



*"I wanted the terrace living space to reflect the European architecture of Swann Ridge and the comfortable, livable, and casual feel of Serenbe. Everyday living."*

Melanie Davis Design was founded in 2001 after Melanie graduated from the University of Georgia. She approaches her design work as an artist giving her an innate understanding of scale, color, composition, detail, and light. Her interior design work can be seen in the recent design books by Rizolli, Classical Interiors and Coming Home: The Southern Vernacular House, magazines including Garden & Gun and Kitchen & Bath Ideas, and blogs including The Peak of Chic and Red Clay Soul. Current projects span from a south Georgia farmhouse to a sailboat in Nova Scotia. Melanie was one of Atlanta Homes & Lifestyles "20 Under 40." Melanie focuses on long term design projects where she is able to collaborate with the architects and home owners from the initial plan stages through the entire construction and decorating process.

*Melanie Davis Design  
melaniedavis.com  
(678) 362-3951*

TERRACE BED & BATH //  
NIKI PAPADOPOULOS



*"Following my design philosophy of mixing scale, pattern and texture, The Artist's Retreat is a calm space where the creative mind can unwind, recharge and wander. Filled with books and curiosities any object could be an unexpected source of inspiration."*

Niki Papadopoulos is a classically trained Atlanta-based interior designer. She spent the early portion of her career with highly praised Atlanta firm, Laslie-Williams Inc. Following Mark Williams and joining the celebrated architecture and design firm Mark Williams Design Associates in 2007, Niki honed her design skills creating both residential and commercial spaces. In 2011 Niki was named one of Atlanta Homes & Lifestyles "Top 10 Under 40" and one of ADAC's "Rising Stars." With an aesthetic best described as "classic with a contemporary twist," Niki's spaces are characterized by a strong emphasis on architecture, use of neutral palettes with punches of color, and sculptural furnishings.

*Mark Williams Design Associates  
markwilliams-design.com  
(678) 539-6886*

TERRACE GARDEN //  
MISSY MADDEN & H. TODD YEAGER



*"This elegant terraced garden was designed to provide an inviting place to gather, entertain, or find tranquility."*

A Texan by birth, H. Todd Yeager spent his formative youth in Augusta, Ga. After earning a B.S. in Agriculture at the University of Georgia and a stint in golf course construction, he returned to Athens and completed a Landscape Architecture degree in 2000. Todd paired up with Missy Madden in 2011 to co-found Bellwether Landscape Architects. He is accredited by CLARB, a registered Landscape Architect, a professional member of the ICAA and a full member of The American Society of Landscape Architects. Born and raised in Atlanta, Missy Madden graduated from Lovett and went on to earn a degree in Landscape Architecture from the University of Georgia with high honors in 2002. She is fully accredited by CLARB, is a registered Landscape Architect and a professional member of the ICAA.

*Bellwether Landscape Architects  
bellwetherla.com  
(404) 996-1232*