

# This Year's Forever House at the HomeShow Highlights All Stages of Living Inside to Out

By: Mara Jahnke



**T**he CMBA introduced an innovative new concept last year with the Forever House and you will not be disappointed with the vast amount of creativity and skill that the local building industry showcases in this year's effort.

The Forever House is an evolving project showcasing new home products and styles each year. "This is not your space shuttle house in the sky but there is plenty of awesome technology. While the features are the newest, most advanced or simply fun, they are not futuristic," shared Bonnie Moeller, CMBA Executive Director.

The Forever House and Landscape area will be housed in the main convention room (Terry Haws Room) at this year's HomeShow. "The Forever House exhibit is a main focus - 'the jewel' of the HomeShow. Look for cutting edge designs and practical, innovative, playful and even whimsical concepts," hints Moeller.

The Forever House Coordinators and Landscape Team Leaders are collaborating on design concepts, to create one incredible combined display. This strategic move by organizers enhances your experience by adding a realistic feeling of stepping from your home into your backyard retreat. The landscaping will also accentuate the various interior vignettes with continuity in style and flow.

Chris Hensel, Owner of Dovetail Kitchen Designs said, "It's going to be amazing. We will be introducing innovative ideas and unique designs...it's something you have to experience." Expect to see high quality, modern products and designs appealing to a variety of tastes.

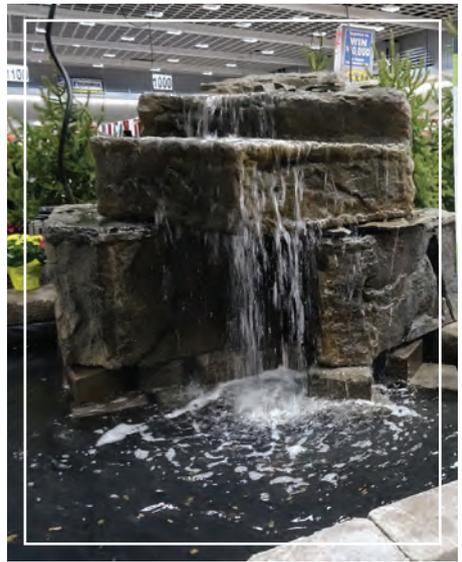
Anthony Steinemann, Owner of ADS Designs - Architectural drafting, adds, "At the premiere event in 2017, more than 30 vendors worked together to supply the materials, products, and furnishings to give people a real-time experience."

As the Forever House Project Co-Coordinator, Hensel and Steinemann bring together the suppliers and contractors, and work out logistics, giving you a glimpse into the future, a chance to dream, see products first hand, and have access to industry experts.

It is a unique project, and quite a project at that: almost 6,000 feet, four rooms, fully furnished, and fully landscaped including a driveway, all coordinated, constructed and completed in just hours before the event.

Situated in the center of the HomeShow, suppliers, contractors and designers involved in the project have booths located near the Forever House and are at the ready to discuss products and services that they contributed to the project. This is an opportunity to get your questions answered, get ideas for now or later, gather information, and build relationships with central Minnesota professionals.

What is the concept of a "Forever House?" It is the home for all the seasons of your life, not just your home today, but the foundation of your future...built for your lifetime and lifestyle. A



key element is the understanding of the upfront investment said Steinemann, "Quality last longer. People are willing to up spend on the extras and innovative features when they plan on 'forever' versus their starter home."

The big "reveal" happens Friday, March 9th at the CMBA HomeShow. Hensel and Steinemann give enticing broad stroke descriptions of what is in store for this year's styles: Modern Farmhouse; Cool Contemporary; Cape Cod Coastal; Classic Craftsman; Rustic Retreat.



Hensel shared, "The interior is sporting its own updates with an all new palette of trending colors and fresh looks in the kitchen." The idea is throughout your lifetime you might add a new feature here or there, change up colors, upgrade technology, but those changes are usually more subtle. If you walked through the Everyday Living area last year and you think you've seen it. You haven't. Take another look.

The "Family Entry" is also a must see. The masterful use of space is a hot trend, and you will see flair and functionality

Chris Hensel, Dovetail Kitchen Designs, LLC and Anthony Steinemann, ADS Designs, LLC

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in this new feature. With active families and kids in sports, dance, or band, the “stuff” piles up and where do you put it? Meet the Family Entryway: a practical and cheerful area with accessible storage with amenities where you need them and designed to fit your décor and lifestyle.

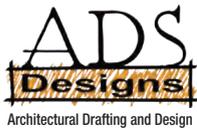
“The Boathouse” is a Minnesotan’s dream come true: a decked-out summer fun room. When you have all the right toys for the water, you don’t just need a garage; you need a boathouse...keep summer alive throughout the year!

The Forever Home is also fully landscaped by area landscaping experts, demonstrating styles and designs that complete the exterior look and give your home the curb appeal that makes it special.

Leading off the exterior look is an eye-catching driveway. Tom Albers, Account Manager of Borgert Products said, “The unique design of the edge without the aging creates an old cobblestone look, giving you a sharp, clean, textured appearance.”

LeRoy Ludwig, Owner of Nature’s View Landscaping, Brian Lahr, Owner of Supreme Lawn & Landscaping and Pete Weitz, Owner of PW Landscapes comprise the landscaping team, and coordinate the artistic and creative designs and manage logistics of the diverse and dynamic components of the landscaping. Weitz feels it was a no-brainer to combine forces with the Forever House and create a complete look both inside and out. “Combining the two projects and adding the paver driveway is cool, and really provides homeowners a feel for complete home design” he shared.

Combining the creativity of these local landscape professionals beautifully demonstrates the backyard has no design limits, with water features, concrete products, lighting, shrubs, flowers and more, all creating a relaxing backyard experience that appeals to the senses with sights and sounds that Minnesotans crave. Water features offer soothing background sounds and can be customized to adorn any backyard. “It’s a backyard oasis,” said LeRoy Ludwig. The focal point of the outdoor living space is the custom designed outdoor kitchen and fireplace, perfect for entertaining friends.



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Traditional and classic landscape concepts are also included, showing the incredible things that can be done in small spaces.

The display is intended to allow homeowners to "dream big," and includes many ideas for all stages of life. Brian Lahr of Supreme Lawn and Landscaping said, "We work with people to accomplish what they can afford and expect. With landscaping, you can start with a concept and have a long-range goal in mind then keep building on it, or you can do it big and splashy."

Explore the Forever House and Landscape area at the CMBA HomeShow, Friday March 9 through Sunday, March 11 at St. Cloud River's Edge Convention Center to get ideas that will spark creativity and imagination and connect with the vendors who can bring ideas to life.

Pete Weitz, *PW Landscaping, LLC*  
Brian Lahr, *Supreme Lawn & Landscaping*  
Leroy Ludwig, *Nature's View Landscaping, Inc.*



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