

THE HOMEBUILDERS' NATIONAL DESIGN RESOURCE™

OPTIONS

FOR TODAY'S FINE HOMES™

www.optionsmag.com

Destination

D *for* esign

At Eheart Interior Solutions, buyers will find the options that match their lifestyle and budget with none of the confusion typically associated with the selection process.

BY JAIMI JULIAN THOMPSON





After 27 years as Northern Colorado's premiere builder resource for flooring and design center services, Eheart Interior Solutions' new destination showroom is open for business. With both an 8,500 square foot retail showroom and a 7,500 square foot, state-of-the-art

Builders Design Loft, homeowners can experience everything from leading edge designs for kitchens, baths and home theatres to flooring, furnishings and finishing touches. The carefully selected offering covers a wide spectrum of categories, styles and price ranges.

RIGHT: Eheart Interior Solutions' Builders Design Loft elegantly showcases the latest in lighting and kitchen design. BELOW: Top-of-the-line appliances, decorative backsplashes, sleek countertops and rich cabinetry combine for the perfect kitchen aesthetic.





The paradox of choice

Industry research shows that the interior selection process for new-home construction and remodeling can be both nerve-racking and unpleasant. Buyers want choices, but not complications. They want product facts to help in the decision-making process, to envision a product in a real-world environment and simplicity in pricing and options.

"Our goal is to simplify — not complicate — the interior selection process," explains Ken Eheart, CEO of Eheart Interior Solutions. "We chose Artisan Design Group to help us create boutique environments that allow us to showcase a tremendous amount of products and services in a customer-centric fashion. We are passionate about creating distinctive spaces, and that passion is reflected in our advice, quality products and service. We wanted our showrooms to evoke that same passion."

High drama

When homeowners enter Eheart Interior Solutions, they experience the warm welcome of the "Rocky Mountains meets LoDo" — the local term for the urban revitalization of Lower Denver — design theme, with a visual line of sight to the various furnishings, window coverings and flooring boutique areas, displayed around the drama of the two-story slate water feature that centers the showroom. With clearly labeled signage and visual inspiration everywhere, customers will also find the "Sustainable Living" area, the "Commercial Studio" and a customer care café where clients may relax and learn more about the care and maintenance of the products in which they are interested.

The Builders Design Loft

For their builders' new homebuyers, the second floor showcases kitchen, bath, home office and home theatre vignettes. With everything from the traditional "knotty alder," the sustain-

Unique finishing touches provide an inspiring visual to aid in the selections process. A clean geometric symmetry helps to simplify the oftentimes daunting task of narrowing options.



A variety of product offering from cabinet hardware to faucetry and beyond provides the perfect complement to Eheart Interior Solutions' superb customer service.

able lyptus and the popular contemporary lines, Eheart's clients are able to get real visuals of their own tastes and preferences.

"We believe interior spaces are as much about comfort and identity as they are function," Eheart states. "Our staff boasts an incredible amount of product and design knowledge. We stay up to speed on industry trends and new product offerings, so we can provide the information our customers need to make the decision that meets their needs and fits their style." In addition to the vignettes, Eheart Interior Solutions has a full complement of areas for cabinets, countertops, lighting, plumbing, hardware, closets, window coverings and flooring.

For Eheart, "All customer touch points — including collateral, an updated Web site, signage and point-of-purchase displays — reinforce the product performance and our commitment to helping each customer create the home of their dreams, one at a time."



Jaimi Julian Thompson is the president of Artisan Design Group, a 20-year veteran of the new-home design center industry. She may be reached via e-mail at Jaimi@ArtisanDesignGroup.net.

About Builders Design Loft

Owner: Eheart Interior Solutions

Designer: Artisan Design Group

Contractor: Drahota Construction

