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To Our Valued Friends And Neighbors



URBAN splendor

BY CARMEL HOPKINS • PHOTOGRAPHS BY JAMES WILSON PHOTOGRAPHY

The International Builders Show took over the Las Vegas Convention Center in January, setting attendance records and positively impacting the economic health of the valley.

As well as the greenbacks attendees left behind, the show was instrumental in leaving behind four show homes that will change the face of the construction industry in Southern Nevada.

All four entities involved in building these show pieces stretched their resources to bring totally different values to home design and construction. One of the most unusual designs, a luxurious home at The Lakes, was actually built with concrete.

NEW AMERICAN HOME

Far away from the hubbub of the convention center, the New American Home was built on a waterfront lot within The Lakes at West Sahara, a gated community that features a yacht club.

Subtitled the "Luxury Waterfront Loft," this was the official IBS home, sponsored by the National Council of the Housing Industry and Builder magazine and the 21st such home since 1984.

The three-story structure has an "urban vitality" perfect for the smaller lot sizes on the market today, according to Bart Jones, who with his brother Steve



Jones comprises Merlin Contracting that built the home.

Steve Jones said the most notable aspect of The New American Home 2004 was building it with concrete.

"We have been impressed by the ease of construction in working with concrete

and surprised by its design possibilities," he said. "We hope to build many more of these types of homes in Las Vegas."

As in previous years, the home is a showcase for emerging design trends, products and applications. This home features high-performance, exterior insu-

lating, concrete-form walls, concrete masonry cladding; pre-cast, structural decking; and decorative concrete flooring.

The design/build team includes Food for Buildings, a Holland-based architectural firm that has offices in the





U.S. and Italy.

Lex van Stratten, founder of Food for Buildings, acted as the architectural consultant for The Loft.

Bart Jones praises The Loft for its "extraordinary versatility and seamless use of space. It's economical, with plenty

of private places tucked between larger open spaces. And, it's elegant, employing state-of-the-art construction and design ideas, products and systems."

The Loft offers multiple points of access and, among the major rooms, only the kitchen, master

suite and bathrooms have obvious, stated purposes.

"The remaining spaces," van Stratten says, "can be finished and furnished to accommodate the owner's passions and lifestyle needs, almost at a whim and as they change over time."

Yet, for all its versatility, Steve Jones believes The New American Home 2004 is not so generic that its rooms and spaces lose their distinction and character.

"It really is a truly intelligent home and it will, over time, prove to be the perfect template for a lifetime's living space."

Merlin Contracting's founder and

president, Steve Jones, believes the home affords a "matchless indoor-outdoor experience with its terraces, patios and balconies and the use of natural light."

"The beauty of the loft style is that it represents a new, very refined template for upscale buyers with their eye on the city," Steve Jones says.

"Las Vegas is changing fast. It's vibrant

and it's filled with good restaurants, schools, galleries, spas and clubs, and places to meet. Now, finally, with The New American Home 2004, we are able to sell buyers who are looking for a home away from home — buyers from big, smart, urban communities who want equally smart homes that carry distinction and savoir-faire." □

