



BILL BRESLER/staff photographer

The Parkview is one of 12 models in Homearama due to open Sept. 25 in Livonia.

# Living it up Homearama: idea showcase

**A** DOZEN NEW "idea" homes built especially for public showing by 10 different builders will be featured in Homearama '87, Sept. 25-Oct. 12, sponsored by the Builders Association of Southeastern Michigan (BASM).

Located in the new Deer Creek subdivision on Eight Mile Road between Farmington and Newburgh roads, this fourth annual Homearama will have homes in the \$125,000 to \$185,000 price range.

The homes feature the latest ideas and techniques of dozens of different architects, builders, interior designers and landscapers. They range from an ultra-energy-efficient home which can be heated and cooled for

less than \$400 a year according to the builders, to the "Symphony Home" by a husband and wife build team, that features a Detroit Edison dream kitchen of the latest General Electric appliances.

CO-SPONSORS OF Homearama '87 are Detroit Edison, involved heavily in security lighting systems and such energy-saving features as home insulation and heat pumps, and Standard Federal Bank, involved in home mortgages and home improvement loans.

Hours are noon to 10 p.m. Monday through Friday, and 10 a.m. to 10 p.m. on Saturday and Sunday. Ample free parking is being provided.

Admission, which includes a plan book covering all homes, is \$3 in advance, \$4 at the door. A portion of the ticket proceeds goes to support the Detroit Symphony Orchestra.

"I feel that attendance is going to be superb this year because we're in a price range where Homearama hasn't been for a few years," said Fred Greenspan, president of the builders association and of Greenspan Development Corp. of Southfield.

Last year's Homearama in Bloomfield Hills drew 95,000 people to see homes in the \$350,000 to \$550,000 price range.

"Also, the home buying market is very strong today; the best since the post World War II boom," said Greenspan.

THE DETROIT-ANN ARBOR area has moved up from 24th to 11th place nationally in the number of housing starts during the first six months of this year, according to the National Association of Home Builders (NAHB).

Single family housing starts increased 33.4 percent during that period, from 4,547 in 1985 to 6,067 in 1986, according to BASM.

Total housing, including multiple family units, grew 11.7 percent during the period, from 9,795 units in 1985 to 10,944 in 1986, according to BASM figures.

Donald Pratt, who has headed up the Homearama committee for the past four years, predicts that the building boom will continue through next year, particularly since the new tax law will free up more funds for corporate and individual investing.

"We're having our best years since the year we were incorporated, 1946," said Pratt, a principal of Wake-Pratt Enterprises of Troy.

Companies building homes in Homearama '87 are Biltmore Properties of Troy, Bonadeo Builders of Detroit, James D. Camp Inc. of Farmington Hills, Curtis Building Co. of Livonia, G.W. Homes Inc. of West Bloomfield, Hemphill & Fett of Troy, Long Lake Building Co. of Farmington Hills, Pinewood Homes Inc. of West Bloomfield, Rosedale Homes Inc. of St. Clair Shores and Leo Soave Building Co. of Livonia.

For a guide of Homearama homes, please turn to Page 6.

## What's new . . .

**A** TOUR OF the 12 new "idea" homes in Homearama '87, opening Sept. 25 in Livonia, is a smorgasbord of what's hot in new home design, decor and landscaping these days.

Each with its own architect, builder, designer and landscaper, the \$125,000 to \$185,000 homes reflect a variety of tastes, and the market savvy of 10 builder members of the Builders Association of Southeastern Michigan, which sponsors the show. If the rooms in your new house are

square, you may be too, since dramatic angles are "in" for walls and space these days, as reflected in Royalcrest, the home by Pinewood Homes Inc. of West Bloomfield.

Open, free-flowing kitchens with electronic appliances that think for themselves are where it's at these days, and where they're at is in the Detroit Edison Kitchen of Tomorrow in Villa Amore, the home by the husband and wife building team of

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