

BUILDING SCENE

THURSDAY, APRIL 8, 1993

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**BUILDING SCENE'S
NAMES &
PLACES**

Ford & Earl changes

Dick Nicolson of Bloomfield Hills has joined Ford & Earl Associates, Troy, as a graphic design specialist. Prior to joining Ford & Earl, he owned and operated Nicolson Design, worked for Display & Exhibit and Smith Hinchman & Grylls as a graphics and signage designer.



Nicolson
Melanie D. Murphy has been named marketing assistant at Ford & Earl. She will maintain the marketing database and corporate print materials, coordinate presentation and proposal development and implement public relations and sales activities.

HRC promotions

Four project engineers at Hubbel, Roth & Clark, Bloomfield Hills, have been promoted to associates. They are Curt A. Christeson, Randal L. Ford, Kenneth Melchior and Dennis M. Monsere.



Christeson

Christeson, Ford and Melchior are civil engineers. Monsere is a mechanical engineer.



Before you dig

Home improvement buffs planning a project that involves construction or excavation are reminded by Consumers Power to call MISS DIG at least three working days before beginning the project.

Those who fail to contact MISS DIG risk their safety and that of others and could be charged for repairs if underground utility lines are damaged, according to Kathie Fournier, executive director of the MISS DIG utility communication system. Charges to fix underground utilities can run as high as several hundred dollars.

Last year, 279 residential natural gas services were repaired in the metro area following damage by homeowners during construction or excavation projects.

Damage occurred for projects such as building decks and room additions, installing underground sprinkling systems, removing tree stumps, planting shrubs and trees and installing mailbox posts.

MISS DIG can be called toll free at 1-800-482-7171 from 6 a.m. to 7 p.m. Monday to Friday to request free staking of all participating underground utilities and assistance when work is to be performed near overhead electrical lines.

Fraser joins Murphy

Landscape architect Robert A. Fraser has joined the Bloomfield Hills landscape architectural firm of Murphy and Associates.

He will work to expand the firm's landscape design, land planning, client relations and marketing business.

He also is an adjunct faculty member in the landscape architect program at the University of Michigan.

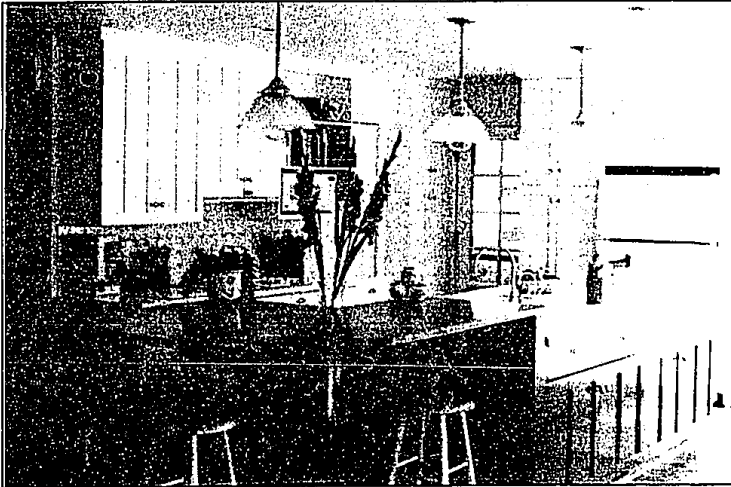
Quality award

Ellis/Naysert/Genheimer Associates of Troy has received an award of excellence for its design work on a health physics calibration building at the U.S. Department of Energy's Mound facility in Miamisburg, Ohio.

The award was presented by EG&G, operating contractor of the 100-building government complex.

Information for inclusion in this column should be sent to Marilyn Fitchett, 36251 Schoolcraft, Livonia 48150.

Heart of the Home



Big job: This kitchen, left, designed and constructed by Carnovale and Associates in Troy, began as a typical small, poorly lit, ill-equipped space. Workers removed walls, added windows and moved electrical, plumbing and heating mechanicals so the owners could have a modern kitchen with all the amenities.

Kitchens empowered as multi-task areas



Kitchens are taking on added responsibilities as they are outfitted as more than just the place where food is prepared by a single cook. They're stepping up to the job as gathering places for family and company, as computer centers and as media rooms.

Wanting a change

Carnovale said it doesn't take a psychology degree to figure out why the kitchen is the No. 1 candidate for remodeling, surpassing even the bathroom.

"More people are staying put than ever before," he said. They get tired of the same look day in and day out and want a change.

The kitchen, because it has evolved from a place to cook and eat meals to the prime gathering area of the house, is usually the first room homeowners want changed, he said.

Not everyone is going to consult an architect, Carnovale said, but an increasingly large number do.

and master bedrooms, he said. Carnovale is not alone.

According to the National Association of Home Builders, remodelers are beginning to see the kind of explosive growth builders saw in the 1980s. After falling 9 percent in 1991, spending on remodeling rose 7.8 percent in 1992; the association expects remodeling to increase by an additional 6.8 percent this year.

By GERALD FRAWLEY
STAFF WRITER

More people are remodeling than ever before, and nowhere is this more evident than in the kitchen.

Be it a complex, no-holds barred, rip out the walls and start from scratch or a more simple spruce-up job, kitchens are where it's at.

Architect Frank Carnovale of the architectural and building firm Carnovale Associates in Troy said five years ago the majority of his work was in new construction. Today, roughly 70 percent of his company's business is in renovation.

"People are buying older homes — or they decide they don't want to move from their current homes — and they want something to meet the needs of today," Carnovale said.

A good percentage involves kitchens — although he has done whole house renovations, additions, baths

Remodeling serves 2nd function when house goes on the market

A remodeled kitchen does more than make a house more livable or enjoyable for its present owner; it also makes it more valuable to its future owner.

According to the October issue of Remodeling Magazine, 72 percent of

the cost of a \$20,000 professionally done major kitchen remodeling can be recouped when the house is sold in the Detroit area.

For the purposes of its survey, a

"I think the architect pays for it self — you get better planning and better control of the project," he said. "We're not talking about just a cabinet layout."

Moving appliances, electrical systems, mechanicals, non-load and load-bearing walls, and windows does more than merely spruce up a kitchen. It changes appearance, functions and spatial relationships, he said.

"There is a perception that an architect is a luxury for the rich — our attitude is it's a service for everyone," Carnovale said.

Jeanette Frey, a designer at Kitchen Master Inc. in Farmington, said kitchens designed 20 to 30 years ago just don't meet today's needs.

"Kitchens are a place to live in, not just a place to cook in."

Furthermore, all indications point to the fact that people spend more time in their kitchens. Since people spend more time in them, kitchens should be more amenable to their lifestyles, she said.

See REMODELING, 2F

See KITCHENS, 2F

Builders told to study market segments

By DOUG FUNKIE
STAFF WRITER

Homebuyers with different values and lifestyles approach the process with different expectations.

Builders who design and sell their products in recognition of that psychology — which can operate on a subconscious level — probably will be more successful than those who don't.

That was the major theme of a recent seminar, Housing Market of the '90s, co-sponsored by the Builders Association of Southeastern Michigan and GE Appliances.

"People approach buying a new home very logically and end up making an emotional decision," said Clark Rector, a marketing consultant. "The more we know about them, understand them and target in on them, the more successful we're going to be."

"People buy houses that support their daily activity and the image of themselves, their hopes and aspirations," said Bill Webb, a sales consultant. "If we can get in our customers' shoes . . . then we'll have a better chance to provide a house they're looking for."

Scattergun approach

That's sometimes easier said than done, the speakers suggested.

Builders too often use a scattergun approach to business rather than designing and selling to prime target groups.

Builders were advised to determine whether their prospects are more principle, status- or action-oriented, then gauge their financial wherewithal.

Research indicates what housing elements are preferred by specific value and lifestyle groups — believers,

strivers, makers, fulfilled, achievers and experiencers — and what merchandising techniques best reach each.

"It's hard to design a product that's the be-all and end-all for everyone," Webb said. "If we do well in this business, it's because we've created for people exactly what they're looking for that they haven't found anywhere else."

First-time buyers, for instance, often are classified as believers with limited economic means who have a strong attachment to family and tradition, Webb and Rector described.

Both spouses generally work and already have children or intend to have them.

"Give them some impact at the entrance," Rector said. "They want their friends to say, 'Gee, nice house. Give long sight lines, but be careful where they go.'"

Traditional wood cabinetry and appliances appeal to this group as well as traditional country-style furniture in a model. Have at least one bedroom decorated as a nursery, the consultants said. And if possible, realign that space is often tight, include a small breakfast nook.

See MARKETING, 2F

