





There's No Place like...*Our* Home



What would this magazine look like if it were a home?
This green and gorgeous modern chalet, that's what.
Welcome to *Naturally's* first showhouse—
come on in and steal some ideas.



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WHEN DANNY DECIDED to build a *Naturally* house, he didn't exactly know what it would look like. But he knew right where it would be—in Serenbe, a sustainable community just outside of Atlanta. Named because it's a "serene place to be," this is his kind of place—an eco-conscious Eden that doesn't sacrifice style. "Serenbe is a living, breathing community that would literally be me if I was reincarnated into a living, breathing community," Danny says.



KITCHEN: All-white kitchens leave us chilly, so we coated the custom cabinets with Benjamin Moore "Knoxville Gray" paint. Interior Designer Rebecca Cartwright had the Wilsonart quartz countertops honed to give them the look of soapstone. Kohler faucets sport a chic, matte black finish.

KITCHEN PANTRY: From the outside they look like cupboard doors, but they're actually a portal to a well-stocked pantry that comes equipped with a wine fridge.

LOFT: Rebecca designed these clever nesting tables for Iowa-based Aronson Woodworks, who reclaim ash wood and give it their patented "Clazied" finish.





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—INTERIOR DESIGNER REBECCA CARTWRIGHT

Serenbe is a kind of anti-suburb nestled into the Chattahoochee Hill country. This is no scrape-and-build development with its rigid grid of homogenous houses. It’s an environmentally sensitive village where roads wind through neighborhoods—or hamlets in Serenbe speak—that include retail outlets and residences. All are designed to hug the land and leave plenty of nature in between.

It was an ideal place—and partnership—for the magazine’s first show house. “I actually had zero vision on what the home should be,” Danny says. “And I mean that wholeheartedly. I have long been a fan of the Serenbe community because of everything it stands for. So when the opportunity to partner on building a *Naturally* house at Serenbe came about, I wasn’t going to tell them what looks good when what they do is so spot-on. My plan was to get the hell out of the way and let the builder, designer, and architect shine.”

Shine they did. The team of architect Steve Dray, interior designer Rebecca Cartwright, and builder Lucas Barry created a modern jewel of a home—a contemporary take on the ski chalet with a silhouette so stunningly simple it looks like a child could draw it. Cypress siding milled in Louisiana wraps the modern A-frame, some of it charred black for crisp

DINING AREA: A clean-cut stairway design creates a geometric backdrop for a curated gathering of antiques and art. The showstopping photographic goat print is by Ali Harper, a Serenbe resident and fine artist. The Aronson Woodworks dining table is surrounded by Design Within Reach chairs designed by Josef Hoffmann.

LIVING AREA: In the home’s terrace level apartment, American-made Room and Board chairs are cleverly proportioned to offer comfort in a small space.

MASTER BEDROOM: The home’s palette may be neutral, but an abundance of natural texture makes it anything but bland. The upholstered headboard of the Aronson Woodworks bed adds elegant height.



contrast. It's topped by a black metal roof that proves even roofs can be sexy.

Green building is a given in the Serenbe neighborhood. All homes built here meet EarthCraft specifications, which Lucas explains is the Energy Star certification of the south—except with even more stringent requirements. “Basically from ground-up excavation to completion there are requirements,” he says. “We follow a step-by-step process that ensures that we’re building the tightest, most energy efficient house that you possibly can.”

To further the commitment to efficiency, Danny steered the team to his favorite eco- and design-conscious manufacturers—including Kohler plumbing fixtures, Jenn-Air appliances, and Pella windows—that would turn the house into a showhouse. “It’s such a fun project because I was able to choose my favorite ingredients,” Danny says, “and they baked the cake.”

All the layers of this “cake” meet the green ethos, and bring the modernist’s less-is-more motto into the mix as well. Interiors are free of heavy moldings and feature black aluminum Pella windows that literally frame the glorious views. A hint of rusticity echoes through the spaces by way of Canadian white oak floors and ceilings. Covering the countertops and even climbing a few walls, eco-friendly Wilsonart laminate surfaces are honed to look like they’ve been quarried from the earth.

Furniture plays along, too. Natural fabrics in quiet colors cover clean-lined beds and upholstered pieces. “We really worked to create a sense of comfort and peace,” Rebecca says. “It’s quiet and nature-inspired—that organic sensibility creates a place where nothing is too precious and people can come in, breathe a little easier, and feel instantly at home.”

The elements are carefully chosen to clear the way visually to the woody surroundings, and to invite nature to come right on in as well. Even the final layer of accessories is a curated mix of antiques and objects either found in nature—or

TERRACE-LEVEL KITCHEN: Rebecca used Wilsonart wood-grain laminate for both backsplash and countertop here. The countertop uses laminate in a “thinscape” fabrication, which is the rage in Europe and gaining popularity in the U.S. Appliances are by Jenn-Air; chair and sofa by Room and Board.

FAMILY ROOM: In sophisticated heathered gray upholstery fabric, this Room and Board sectional offers both big-time style and comfort in a small space.

WALL ART: For intriguing natural wall art, Rebecca hung a collection of framed natural specimens from the 1800s in a dramatic grid.

GUEST BEDROOM: In a soft blush color, the wallcovering in the guest room mimicks a decorative paint finish and creates a tactile backdrop. Organic linens and a faux-fur blanket lend more soft layers to this nest.

FIREPLACE: In a clever fabrication, two slabs of Wilsonart quartz create a dramatic facade for the great-room’s fireplace.



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—DANNY SEO

found nearby in artisan shops in Serenbe, such as the arresting photography of Ali Harper and porcelain pottery by Rachel Garceau. But equally important is what isn't layered in. “We brought a lot of things in and then we took a lot back out,” says Rebecca. “We worked hard to edit to the best and to give it that yin-yang design energy. So we have antique rugs along with modern graphic rugs, for example, and tactile baskets with smooth organic pottery.”

And a *Naturally* showhouse wouldn't be complete without a few memorable surprises worked in. Note the stairwell Lucas designed. It's stripped to its graphic, zigzag essence with drywall that sits flush with the risers and no rounded moldings. And we love the dining and accent tables from Aronson Woodworks, crafted of ash that's been salvaged from trees that have fallen victim to the emerald ash borer and given a proprietary “Claise” finish that enhances the graining.

And then there's Danny's favorite surprise—a kitchen cupboard door that serves as a portal into a well-equipped walk-in pantry. “I call it the alcoholic panic room,” Danny says. “When the doors are closed, it looks like kitchen cabinetry. When you open them, you find a fully stocked wine fridge and all the accessories you need for a fun party. If someone's trying to kill me, I want to be locked up in here. I'll wait for the police while sipping a good Pinot.”

The team clearly took the style and sustainability part seriously...and had some serious fun along the way. In fact, it was such a labor of love, team member Rebecca Cartwright and her husband, Pete, ended up making the showhouse their home. “We fell in love with Serenbe,” says the designer. “It can be such a zen place. We bought a lot and were planning to build eventually. I had been planning a different style of home, but this one just felt so architecturally interesting that about three-quarters of the way through we decided to buy it.”

BECK: A woody setting is part of the appeal in Serenbe. Even though homes are intentionally densely built for efficient land use, they are carefully sited to maximize privacy and to take advantage of natural spaces that are preserved to give the community a sense of serenity.





From House to Showhouse

Danny tapped his favorite brands as sponsor partners
in our *Naturally* home. Here's why he loves them.

WILSONART surfaces

I've been a partner with this company for over five years. I love their commitment to beautiful designs on all sorts of surfaces, and their commitment to the environment. They also have a wide library of surfaces—laminite, solid surface, metals and quartz—that you can mix up. They call it Material Mixology, and it's brilliant. Check out my new collection of ice-inspired surfaces! Wilsonart.com

BENJAMIN MOORE paint

This stuff is diamond tough. Sure they have great colors and it's good for the environment, but this stuff is bulletproof. Benjaminmoore.com

PENTAIR EVERPURE water filters

Let's face it, water quality is important. If you want the same filters that commercial restaurants, coffee shops, and hotels use, look no further than this modern marvel, which installs right under your sink. Pentair.com

ROOM & BOARD furniture

This is solid-as-a-rock, American-made furniture! These clean and classic designs can work beautifully

in all home styles, from traditional to modern to country. My whole home is full of Room and Board pieces and I'm glad we included them in this house. Roomandboard.com

JENN-AIR appliances

This company is the Rolls Royce of appliances. I can't get enough of the black interior in the refrigerator. Food PODS against the black and I have to admit—it's kinda sexy. Jennair.com

KOHLER fixtures

We love everything Kohler—especially how they marry beautiful design with cutting-edge technology. From smart toilets to voice-activated bathroom mirrors to in-shower touch screens, we really saw a glimpse of the future with everything installed in the *Naturally* house. Kohler.com

THE TEAM

INTERIOR DESIGN: Rebecca Cartwright of R. Cartwright Design. rcartwright-design.com

BUILDER: Lucas Barry of LTO2

ARCHITECTS: Cecilia Winston and Steve Dray of Winston-Dray Designs. winston-dray.com