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First Impressions

A stunning speculative home filled with traditional details and whimsical twists is the focus of our Project House 2023. Join the journey to see this home go from rendering to move-in ready.

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PHOTO CREDIT: LINDSAY SALAZAR



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A home's exterior and entryway are its first impressions. They hint at what's to come within the home and give a warm welcome to all who approach, suggesting that those who enter leave as friends. Our 2023 Project House's spec house by The Fox Group now has mood boards and blueprints for its exterior and entryway, and they exude warmth, elegance and upscale details.

CURB APPEAL

The home is very Old American Farmhouse in style, with touches of cottage charm. Brick, clapboard siding and stone create a compelling exterior, while planter boxes, brass hardware, and copper chimney pot details add charm.

Tom and Cara Fox of The Fox Group, our design and build partners for our 2023 Project House in Utah, share their vision for this special project.

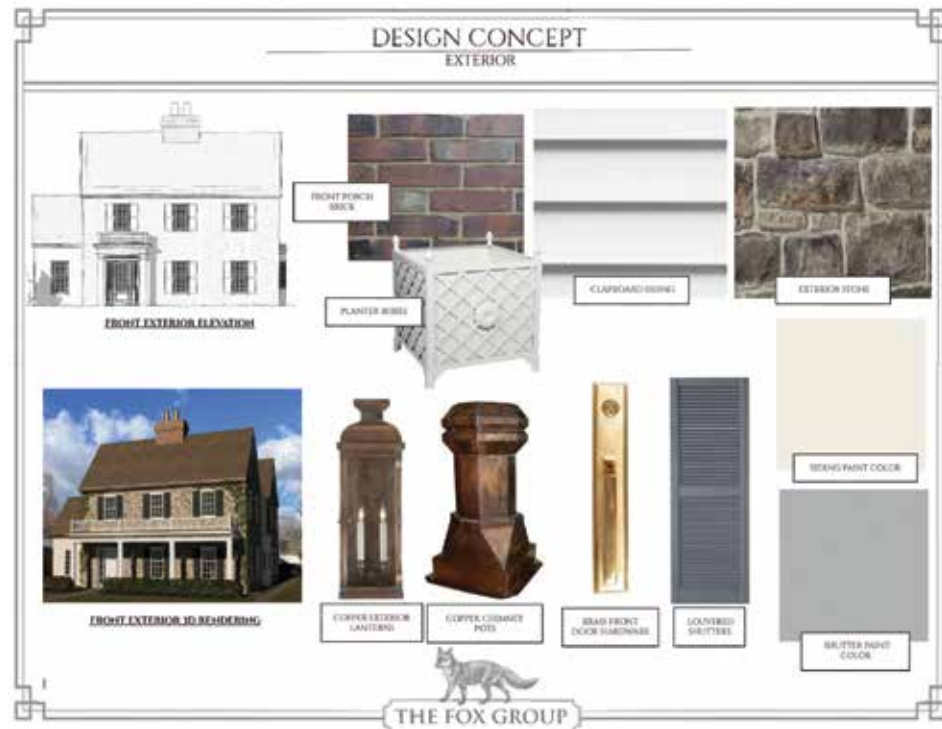
"Tom and I had a vision for the exterior pretty quickly. The entry and exterior both have lots of character and make wonderful first impressions," Cara says. "We first knew we wanted it to have stone, which is one of our favorite elements. Then we wanted it to feel warm and inviting, so we added in the front porch and copper elements." The copper warms up the stone and nothing is more inviting than a big front porch. Architecturally speaking, the center chimney adds a quirky yet beautiful allure. The couple are bona-fide historophiles, and Cara notes, "A center chimney would have also been practical for an old home as well, since it would warm in the center of the home. We enjoy having these nods to the past."

A MAGIC TOUCH. All of Tom and Cara's previous projects exude the best of artisanship, style and sophistication.



RENDERINGS. The nice thing about seeing blueprints is that they can be refined, and they effectively communicate the size and layout of the home. They are a great way to communicate the bigger picture for all parties involved.

Project House *Part 2*



“The entry and exterior both have lots of character. They make wonderful *first* impressions.”

A LITTLE MOODY. Mood boards are a part of the Fox Group design process. “The boards are like the ultimate wishlist,” Cara says. “They have all the ideas and some special and specific elements, but can also be modified throughout the process due to budget or evolving construction factors.”

INSPO BOARD. Clients often find mood boards helpful in understanding the overall vision of a home prior to breaking ground. “As designers, we refer to mood boards in a practical way to see what is desired, what has been chosen already and what still needs to be done,” Cara says.



If Cara described the foyer entrance in two words it would be vintage traditional. “Think a nod to the American farmhouse of old while still feeling fresh and current,” she says. Notable elements include a black-and-white checkered floor, which is a hybrid between European and an Old American New English style. A long hallway-style foyer leads to a grand staircase, creating an iconic architectural moment. Blue floral wallpaper adds a vintage charm. “I envision it being embellished with traditional art in gold frames to add depth, character and personality to the space,” Cara says. **CB**

Old World beauty intermingles with fashion-forward design choices, making the home’s first impressions ones that will last long after you leave.



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