

Isn't it time you called?

Bartelt FILO

Remodeler

Welcome to the premier issue of the *Remodeler*, Bartelt Filo's new online newsletter!

After 15 years in the business, we understand the kinds of questions most customers have about remodeling projects.

The success stories, design tips and planning advice in each issue will acquaint you with the process and jumpstart your own creative ideas. As a bonus, subscribers receive exclusive information about special offers and valuable promotions.

Whether you're ready to start work or still contemplating your options, you'll find expert advice in the *Remodeler*.

Richard & Bartelt

Richard L. Filo

SEVENTIES RANCH REBORN

In 1977, Dawn and Richard purchased their dream home, a vintage ranch with exposed lower level, about 20 miles west of Milwaukee.

The location was made-to-order, but the Dawn and Richard wanted the home's dated interior to better reflect their own sense of style.

Tastes and lifestyles change, and 30 years later the they were more than ready for another remodel to update the look and function of their home. They brought



Bartelt Filo on board almost immediately to completely remodel their lakeside home with a contemporary Southwestern aesthetic. Their goal was to create an open living space designed for entertaining family and friends and accommodating summer activities with their five grandchildren.

According to Dawn, compartmentalized cooking, dining and living rooms aren't very welcoming to guests. "We envisioned a home designed for enjoying time with friends and family. And we were able to accomplish that without tearing down the house and starting from scratch."

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Upcoming Events

2008 MBA Homebuilders Expo

*January 10-13, 2008
Midwest Airlines Center*

Spring NARI Show

*February 7-10, 2008
Wisconsin Expo Center*

Come and see some of our latest projects and talk to us about your remodeling resolutions for the New Year!



The home remodeling also included updates to their entertainment area. It was featured in the MBA's 23rd Annual Fall Home Tour, October 21-22.

(Seventies Ranch Reborn Continued)

Dawn and Richard knew what they wanted: a kitchen that opened up to adjacent areas, contemporary design with sleek lines and dramatic sizzle, and top-of-the line features. Built-in kitchen storage was vital to the clean, open feeling they hoped to achieve. Bartelt Filo's design team eagerly accepted the challenge.

The team began by removing several interior walls, making room for a dramatic center island that anchors the open floor space and provides the centerpiece for the new design. We then transformed the dated 70s-style kitchen soffits into a sleek, curving ceiling detail that echoes the curved lines of the center island. Opening up the space behind the soffit makes it appear as though it's suspended from the ceiling with the beams floating around it. Contrasting colors compliment the ceiling's unique details while the recessed lighting adds further dimension to this striking feature.

Custom maple cabinetry inset with cherry panels lends warmth and blends with the beautiful expanse of hardwood floor. The new space flows from the kitchen and wraps around the fireplace to integrate living, dining and kitchen into one seamless area.

"I love the results," says Dawn. "I can chat with family and friends while I prepare dinner. Our kitchen has come out of hiding and is now the focal point of our home." Richard agrees. "Ceiling, cabinets, floors and fireplace all work together to make one big design statement that reflects who we are today, not 30 years ago."

"We envisioned a home designed for enjoying time with friends and family. And we were able to accomplish that without tearing down the house and starting from scratch."



before



after



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Ask the Design Team:

COLOR FORECASTING – WHAT'S HOT IN HOMES FOR 2008?

Gail Hammernik is Bartelt-Filo's interior designer. As part of the Bartelt-Filo design team, she works with each client to make sure that the details that distinguish Bartelt-Filo's renovations from all others are incorporated. Her role is to take the hand-drawn black and white perspectives and turn them into living color. This helps our clients engage visually in the planning process and ultimately allows them to see the impact of the richness and vitality of the materials they select. Gail shared her thoughts on color forecasting and trends for 2008:

Q: What is color forecasting?

Gail: Color forecasting is a process whereby industry experts look ahead to determine which colors will be popular in not only the coming year, but many times even two to five years ahead. The Pantone Color Institute is one of these forecasters, and many industries rely on Pantone to determine what colors they will use in manufacturing everything from cars to clothing to carpeting. Forecasting also applies to things like the pattern on a couch or loveseat, the texture in wall or floor coverings, exterior materials and home accents and accessories.

Q: How do the forecasters select the colors?

Gail: Colors are selected based on social, environmental and economic trends. For example, "green" and environmental concerns are very big right now. So, colors that refer to nature will be very popular.

Q: How do you use color forecasting?

Gail: I look at what's happening with cars, fashion, accessories, home accessories and information from the Pantone Color Institute to help me stay on top of what is fresh and new. I want to be sure that I can provide suggestions for updated colors that will really bring a kitchen, bath or basement remodel alive.

Q: How important is color to the remodeling process?

Gail: The homeowners we work with see the value of exceptional project planning once they reach the selection process. In our first visit, I learn about each client's interests, tastes and color preferences. Many times, we'll work with a painting, a fabric, a magazine photo or even a piece of clothing that the client really likes. It is very important for me to determine the comfort zone each client has with color. This insight into the living environment and personal tastes guides my suggestions for paint colors, flooring, wood and metal finishes, fixtures, lighting, and accessories that all fit into a color palette. We also make sure that what we select will fit with the rest of the client's home, so that remodel feels updated but not a separate space.

Q: What are the hot colors for 2008?

Gail: Black is back in a big way. Greys will be very big for the next few years as well. We'll see blues, greens, and pinks (like fuschia and pomegranate) that are a little deeper and more vibrant than they have been. Purples, copper and metallics, especially on walls, will also be very hot.



Q: Besides color selection, what are the other things you help a client determine during the remodeling process?

Gail: As a designer, I also need to know about finishes, textures, materials, accessories, fixtures and everything that goes into the completion of each client's remodeling project. My services extend beyond interior to exterior makeovers as well. When we are working on the exterior, I help clients in select window cladding, hardware, siding, gutters, roofing, stone or brick. For the interior, I make sure every detail is considered, including doors, millwork, plumbing and plumbing fixtures, cabinetry details, fireplace, countertops, flooring, lighting and accessories. I not only take into consideration the details of the remodeling project, but also the details that exist elsewhere in the home. It all has to work together. The best part is the joy and satisfaction in helping design a project that fits the client's lifestyle and delivers the highest standard of quality in the industry.

IMAGINE YOUR CURRENT HOME AS YOUR DREAM HOME

Now is the time to start living out that dream by having our design team interpret what that dream means to you. Have you ever wondered if you could add a second story addition?

Will your financial investment be worth it, when you decide to sell your home? How could you integrate some of the architectural elements into your home, so that it doesn't look like it was added onto? Can you remove a load bearing wall? How can we make a 60's style home look like the Parade of Home models? These are typical questions homeowners today are thinking about when they start to consider remodeling their home.

How do you start?

Before you start remodeling, contact a reputable, professional remodeler to go over your vision and budget. Professional remodelers can answer all your questions and help you understand the fundamentals that go into a remodel.

When selecting your remodeler, be sure that you feel they listen and understand your lifestyle and your vision. Ask for references from past clients, and ask questions: how many years have they

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been in business? What types of projects have they completed? How do they approach a project? Since the remodeling process is a very personal one, you should feel comfortable and confident in your choice.

The best of both worlds

Homeowners can truly achieve the best of both worlds when they align themselves with a design build firm that considers them as partners in the process. Today's homeowners want their homes to reflect their personal style in a timeless way, where the age of the home is complemented by seamless updates. This "ultimate customization" is part of the successful planning process that Bartelt Filo provides to its clients. Finding a company that is truly passionate about what they do and engages you emotionally in the design process may provide you with all the right answers for why your current home may just be the "dream home" you always desired.

Remodeler GALLERY

1930'S ENGLISH TUDOR

Our clients loved the style of their 1930's English Tudor and the upscale neighborhood. Their garage was attached to the rear of the home which made the interior of the home very dark and also lacked a view of their back yard to supervise their young children. They loved to entertain family and friends and desired an addition that would blend in with the homes existing historic details, and have a look of elegance they desired. This project involved removing the old garage and building an addition to accommodate the larger entertaining style kitchen that would open up into a family room. The custom cherry cabinetry and a custom buffet with archways gave this area a distinctive style matching the home's details.



before

1930'S FRENCH GOTHIC REVIVAL

Our clients were both inspired and intrigued by the purchase of this 1930's French Gothic Revival home. They were attracted to the sophisticated architectural details of this home, but realized that the kitchen and formal dining room lacked the same masterful details.

Our clients desired a kitchen that would serve as a warm and welcoming hub for the children, while having a sophisticated appeal for dinner parties with their friends. This remarkable renovation brought new life to the existing details of the home, as well as a new kitchen and formal dining room.



before



after



after