

In the news

The Weekend West NEW HOMES

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The walk-in robe in New Generation Homes' Ambiance wraps around from the ensuite to great effect.



Energy concerns to drive innovation

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A move towards "greener" home design, increased levels of opulence and the introduction of new features in entertaining areas are among innovations in the Summit Homes Group, according to managing director David Simpson.

He predicts the market will scale back to meet clients' perceptions of affordability, or continue to be pushed to deliver the "wow" factor.

"The key to success is finding

that mix and offering flexibility to homebuyers. Design is an evolving process and the market will predict what trends we have coming through and innovation will be determined by affordability," he said. "One element is certain, though — energy concerns will drive the design process in 2012."

Summit's designers were always looking at new and innovative practices to give clients choice, inspiration and stylish practicality.

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"The interest in pushing the design envelope can be seen with our new Retro display in Margaret River, where we introduced a skillion roof for a commanding street presence in a clever throwback to the 60s," Mr Simpson said.

In other designs, sunken and stepped home theatres had been added, including the Sunsets display in Iluka, where a 32-course ceiling, raised seating platform and acoustic panelling simulated a cinema.

Greater appreciation of passive-solar design principles and sustainable thinking was making homebuyers "greener".

"Homebuyers are reassessing their priorities and feedback indicates they want to buy a sustainable home rather than an expensive air-conditioner or heater," he said.

For entertaining at home, bars had been included in designs such as Summit's Geisha, and double alfresco areas, such as those in Summit's Nautilus and the Woodlands by Lifestyle Homes, allowed homebuyers to set up one area for dining and another for sitting.

In kitchens, integrated appliances and cabinetry, including double ovens, were among innovations. Concealed fridge-freezer recesses had been taken further in Summit's Retro

and Lifestyle Homes' new Juniper display, with a dedicated scullery and prep area in each.

At New Generation Homes, a feature bulkhead above the kitchen created a feeling of space and depth and visually separated different functions of the open-plan living areas.

Bathroom innovations included shower seats, oversized ensuites with double showers and vanities and floating cabinetry.

New Generation Homes' Ambiance and Accolade displays also included private courtyards off the main suites.

Laundry storage had been given greater priority.



The theatre room in Summit Homes' Geisha display incorporates a streamlined bar.



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