

At Home with QMA

SPRING 2013

Photo: Courtesy of Crown Point Cabinetry (www.crown-point.com)

Arts and Crafts Inspired

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Reasons Why Homeowners Love Working with QMA Design+Build

QMA
Design+Build



Experience: QMA has been providing “design build” services since 1991. Over 100 new homes and significant renovations have been designed and built by QMA. Our principals have over 60 years of combined design and construction experience.

Award-Winning Design and Construction: QMA has won numerous local, state and national awards for our design build work, including the prestigious *Remodeling Magazine* 2011 “Big50 Award”, acknowledging the nation’s 50 best firms in the industry.

Outstanding Customer Satisfaction: GuildQuality, a leading independent homeowner satisfaction survey company, documented that over the past 10 years **97% of QMA customers surveyed would**

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QMA Design+Build Opening New Long Beach Island Office This Spring

For over 20 years, QMA Design+Build has been designing, building and remodeling award-winning homes along the South Jersey shore. Working mostly south of Atlantic City, our growth plans have always included expanding northward, and a second office. We are pleased to announce we will be opening our second office this Spring. Our new office is on Long Beach Island and is located at 518 Central Avenue, Ship Bottom, NJ.

For information or assistance in the Long Beach Island area until our office is open, please contact our Ventnor office.

QMA is the winner of numerous regional and national awards including:

Top 500 Remodelers

remodeling BIG50

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Master Design AWARDS

Ventnor Office: 5000 Boardwalk, Suite 2, Ventnor, NJ 08406

• Long Beach Island Office: 518 Central Avenue, Ship Bottom, NJ 08008

Arts and Crafts Inspired

Have you noticed that a great many homes are being constructed today with wide overhanging eaves, exposed rafter tails and tapered stone columns? Craftsman style architecture and interior design is experiencing a resurgence in popularity throughout the country. In addition, Craftsman style homes from the early twentieth century are being lovingly remodeled and updated with spacious kitchens and baths. If you, too, are enthused about the style, you will enjoy learning more about its origins.

The style has its roots in the Arts and Crafts Movement of late 19th Century England. Proponents of this movement, the best known of whom was William Morris, emphasized the beauty of natural materials and hand craftsmanship, which they believed was being lost through the excesses of the Industrial Revolution. They were social reformers who felt that mass production dehumanized the factory worker and resulted in shoddy workmanship. They preached a return to a simpler way of life where a craftsman could enjoy his work, be proud of his skill, and produce quality handmade items for the masses. British Arts and Crafts items often featured exquisite curvilinear inlays and carvings of flora and fauna. Unfortunately, only the wealthiest could afford them.

The United States was still a relatively young country during this same time period, full of optimism for the future, and excited about the new possibilities of the machine age. Unlike the British concern for returning to a simpler past, American architects thought of Arts and Crafts as a wonderful new design trend from Europe. Gustav Stickley, an American furniture designer and architect who championed the Arts and Crafts ideals, published a magazine named *Craftsman*, from which the Craftsman Bungalow received its name. This highly influential magazine featured Stickley's furniture and architectural plans for creating the perfect Arts and Crafts lifestyle. The basic components of his simple, sturdy furniture were produced utilizing factory methods and



Photo: Courtesy of Crown Point Cabinetry (www.crownpoint.com)

then finished by craftsmen. This practical approach resulted in furniture that was attractive and also affordable for the middle class American market.

The simple, rectilinear Arts and Crafts form became the dominant style for American home interiors, furnishings and accessories of the early twentieth century. Homes from that era typically featured rich, dark hardwoods for the paneled wainscoting, built-in cabinetry, wide window and door trim, exposed beams, and the flooring. Colors were muted greens, rusty reds, soft browns, creams and grays. Double-hung windows would include simple geometric shapes in the upper portion.

Kitchens in the early twentieth century were tiny, utilitarian and stark in appearance, not at all like today's spacious kitchens that are so central to the life of the family. In creating Arts and Crafts style kitchens, designers today often use the above features for inspiration. In addition, they may choose other natural materials, such as handmade artisan tile backsplashes, metal and glass light fixtures, and wood or soapstone countertops to create the look. Fine details in the cabinetry may be patterned after the typical geometric elements of a Craftsman exterior, such as tapered columns and exposed rafter tails.



Photo: Courtesy of Homecrest Cabinetry (www.homecrestcabinetry.com)

Wake Up & Smell the Coffee

Coffee starts off the day for the majority of Americans. Drinking a cup or two of coffee is a morning ritual of supreme importance to most people; for some it is even more essential than breakfast. It is not surprising that there is a trend for creating a coffee bar in the kitchen, so that everything you need is located in one handy place. You can relax and savor a delicious cup of coffee at home, while saving yourself the time and expense of visiting a coffee shop.

The ideal coffee bar will include a coffee maker, storage cabinets, a small sink, and an under-counter refrigerator. The cabinetry is useful for storing coffee cups and mugs, condiments, utensils, napkins and a waste basket. The sink is handy for filling the coffee pot and rinsing it off afterwards. The refrigerator will keep milk, cream and coffee beans fresh longer. Remember to include several electrical outlets for plugging in your coffee maker, espresso machine and coffee grinder, if you prefer to grind your own.

DISAPPEARING ACT

If you like spending time outdoors, then one of your greatest pleasures may be relaxing on the deck or balcony of your home and taking in the picturesque views. It can be frustrating, however, if your view is obstructed by a safety railing with thick wooden spindles. For this reason, many homeowners are switching from a standard wood railing to a cable rail system that is practically invisible.

Cable rail systems were initially specified only for contemporary buildings, but now that cable rail posts are available in traditional styles, cable railing has become popular on all types of homes. It is often specified for staircases and balconies inside homes with open floor plans. It helps maintain that open aspect, making the home interior appear larger. Cable railing may be preferred over glass

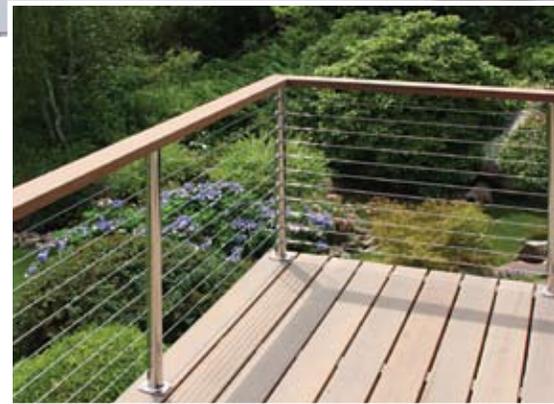


Photos: Courtesy of Atlantis Rail Systems (www.atlantisrail.com)

panels—the other see-through railing alternative—since it does not produce a glare and requires less maintenance.

Cable railings consist of a series of slender stainless steel cables installed horizontally or vertically within a rigid wood, steel or aluminum railing frame under very tight tension. One indication that the cables are properly tensioned is that they should be able to prevent a 4" sphere from passing between them. Cables can be retrofitted into existing railing frames, if the frames are sufficiently sturdy.

The quality of your railing also depends on the grade of stainless steel cable that is used. For all major components, it is advisable to use a corrosion resistant 316 grade stainless steel. Some of the advantages of a high-quality stainless steel cable railing are weather-resistance,



strength and durability. It will not crack or rot, nor does it need to be stained or repainted, like wood. However, to preserve the appearance, routine cleaning is suggested.

Keep in mind that residential building codes in certain areas do not allow horizontal cable. In these situations, be sure to choose vertical cable.

An alternative is a built-in system, like Miele's Whole Bean Coffee System. This appliance features fully automated controls for creating cappuccinos, lattes and espresso with the touch of a button. It features a removable water tank, but also may be direct plumbed. The photo on the right shows an optional cup and plate warmer installed below.

If you do not have space in your kitchen for a full coffee bar, create a coffee nook in a location that is close to your sink

and refrigerator. You can place your coffeemaker on the counter, while you store coffee supplies in appropriate cabinetry above and below. Choose a wall cabinet with glass doors so you can show off your attractive collection of coffee mugs.

Whatever the size of your coffee bar or nook, be sure to select countertop and backsplash materials that resist moisture and coffee stains.



Photo: Courtesy of Miele (www.mieleusa.com)

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Opening New Long Beach Island Office This Spring

Arts and Crafts Inspired

Disappearing Act

QMA

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Reasons Why Homeowners Love Working with QMA Design+Build

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reuse or recommend QMA to others. This is significantly higher than the 60% national average.

Green Savings and Comfort: QMA is

committed to building all new homes to meet or exceed the New Jersey Energy Star requirements. This means that your home will not only consume less energy and save you money, but due to the construction techniques used, it will also be more comfortable to live in.

Quality Throughout: All QMA homes are designed, built and inspected to ensure that they are constructed to a higher standard than the basic New Jersey Building Codes. As a partner in the New Jersey Energy Star program, our home designs are first evaluated to ensure that they perform at least 20% better than a basic home. Then they are independently inspected by an engineering company (certified by NJ Energy Star) to ensure that they are built to meet or exceed those standards.

Architectural Design: Our award-winning work is no accident. We have two talented New Jersey licensed architects on staff who will assist you throughout every step of the



process; from initial design and feasibility analysis to selecting plumbing and light fixtures. Our advanced computer design and rendering systems allow you to see what your home will look like when built — even before construction begins!

Guaranteed Pricing: We guarantee that we will design your new home to fit your budget or we will redesign it for free! We specialize in the design and construction of unique one-of-a-kind homes that cost just a few dollars more than a tract home.

Beach Home Experience: QMA has been designing, building and renovating beach homes, vacation properties and year-round residences at the Jersey shore since 1991. We are experts in working with the various legal entities (municipal zoning boards, building departments, FEMA, CAFRA, etc.) required in order to build homes along the Jersey Coast.



For more information about why homeowners love working with QMA and to see some of our work, visit us at www.QMADesignBuild.com.