

FREE!

# BLACK HILLS Builder



March 2014

## BHHBA Home Show

March 28-30

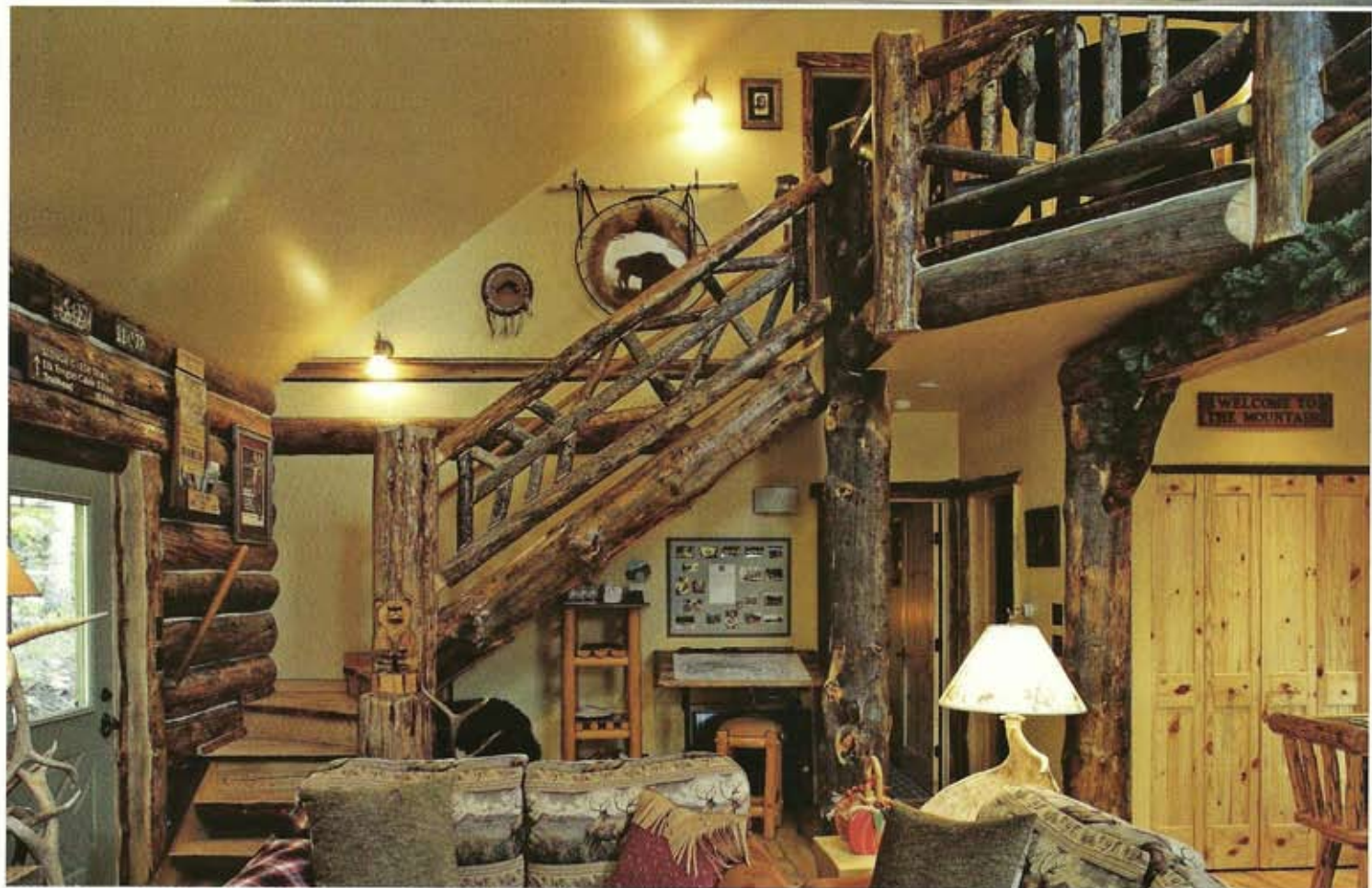
Dreams  
take **ROOT**

CLAUSON CONSTRUCTION & DESIGN INC. p. 18

JONES CONSTRUCTION p. 58







## Creating Your Own **"WOW FACTOR"** *Is Easier Than You Think*

As a home designer as well as a builder, I try to incorporate that "Wow Factor" into each signature Resort Lodge custom home I design. The "Wow Factor" is that certain special touch that will make your friends say "Wow!" as they first step into your home. It's not as difficult as one might think.

I like to use reclaimed materials in creating my Montana Rustic custom look, such as reclaimed barn wood, rusted metal, mesh, tin and old shake shingles. Even old farming implements can add a rustic atmosphere, as well as promoting recycling. These materials also tend to be low maintenance- always a plus in anyone's busy life. Not only is this a "green" practice, but it also helps to bring history back to life.

When using a variety of materials and textures, be careful not to let an element of design stand alone and become a "sore thumb." Give it the old "one-two punch" to add balance to the look or theme that you are trying to achieve. For example, when using weathered barn wood in the kitchen, creating a headboard out of the same

material in the bedroom will promote continuity and harmony. Also, you can use the same floor tile in the home's entry as you used in the bathroom.

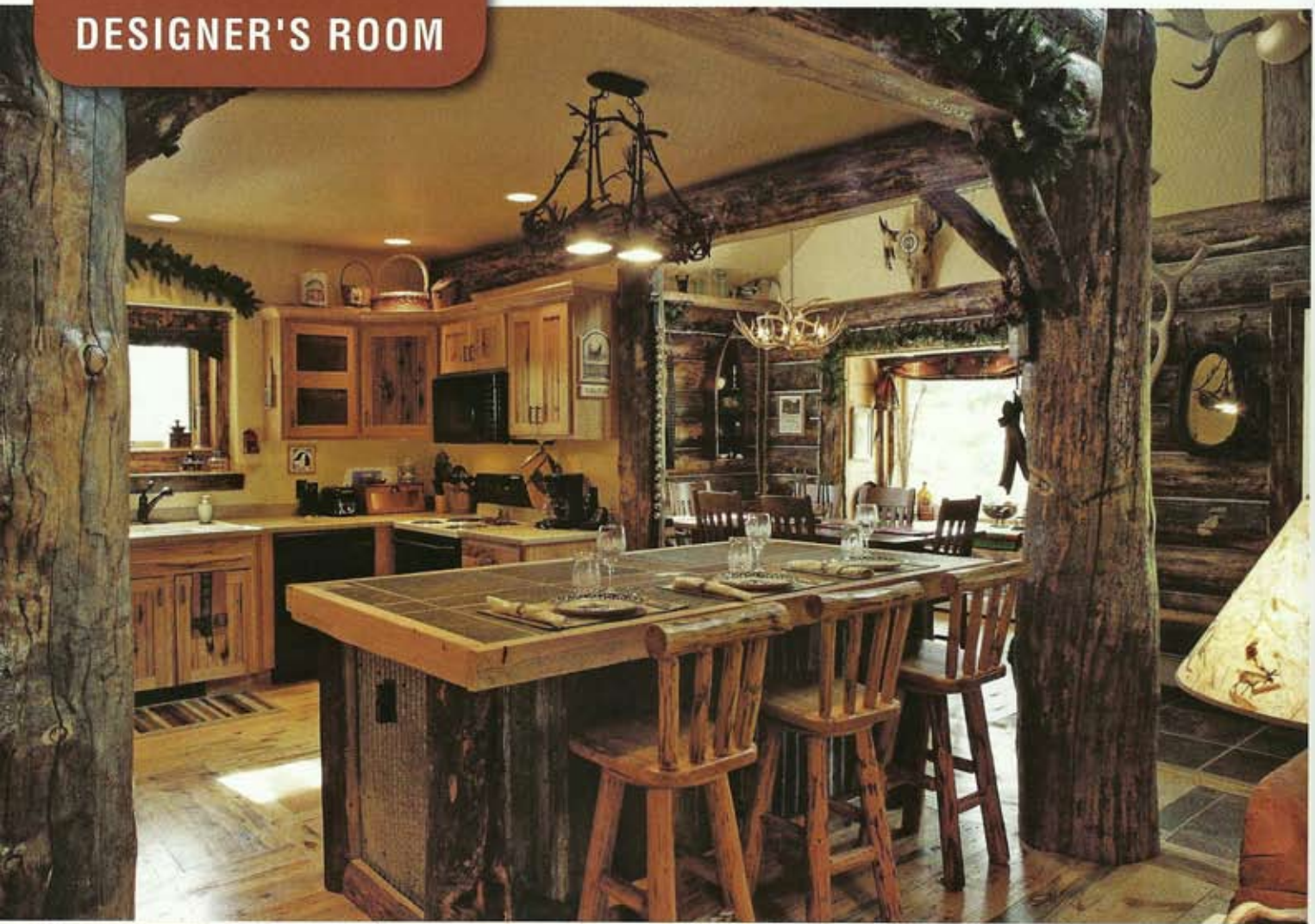
Don't neglect the outside of your home! When siding or re-siding your house, remember that siding is not priced by color. Change it up by using one color for the base of your house, and an accent color for the gables. Use wood to trim the windows and corners. It's a nominal expense, but the results are more than worth it. Try rusted metal mesh for railings, or whatever you can think of to create a focal point. Don't be afraid to play with colors, and find a combination that "pops." Make your front door a feature by adding some wood posts and broken roof lines. The results will be well worth it.

It is imperative that clients educate builders as to their own tastes and preferences. Some homeowners simply tell the builder, "Oh, just make something nice." I would never recommend this practice! The builder may do a terrific job, but the work may not be to the client's ideas or budget.

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# DESIGNER'S ROOM







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Your builder won't know what you like if you don't sit down with him and have that conversation. One way to open that discussion is for my clients to bring or send me pictures of the looks that they want to have in their house. This can provide a starting point or a feel for what they want to achieve. My last client scoured websites and second hand stores for ideas to incorporate into his home. An old carpenter's toolbox was used as a coat rack in the guest bedroom. Incorporate resources from the internet, ([www.houzz.com](http://www.houzz.com) is a great place to start) use your own creativity, look in magazines, or hire someone with a similar vision to achieve the look you want, and then we can start focusing on details.



Be different- be you! Use elements that you truly love, not simply because they are trendy. It's your home, so it should be a reflection of your style and tastes. Old, weathered shake shingles may simply rub you the wrong way if your style is sleek and industrial. Don't be afraid to use bold colors and materials that you love, even if they are not on trend.

Use color wisely. Do you like the color red? Use it! However, be sure that you don't overuse it by making everything red. Use neutral colors as a base, and then use bold colors as

*Continued on page 32*



## KEVIN MALON

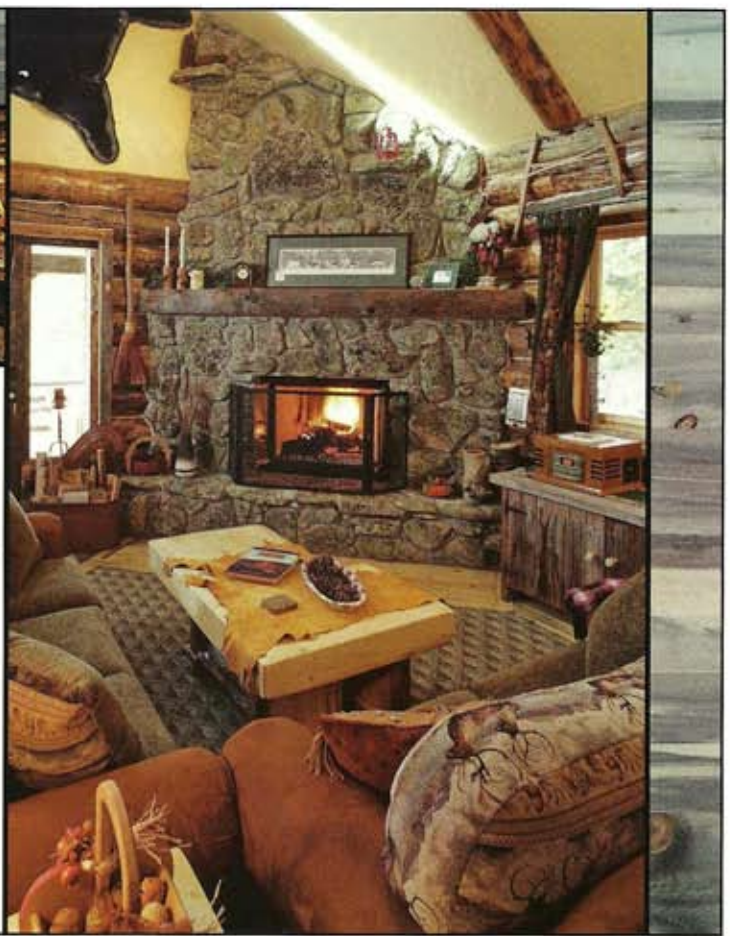
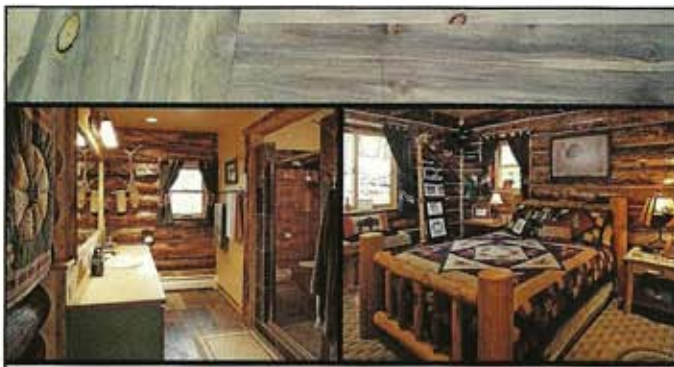
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*BIO: Kevin is based in Rapid City and has done projects all over the Rocky Mountain area. As owner of Mountain Woodworks, he loves to work with clients on custom home design and construction. In his spare time Kevin is an avid skier who enjoys traveling to the mountains and beaches.*



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**MAX  
\$2,000**

in  
**OFF  
THE  
FENCE!**



Nice house,  
isn't it?

Yeah...



...But it seems a  
little scary.

I wish we had  
some extra help.

Huh!?



**CONTINUED ON  
NEXT PAGE...**