



Custom Craft Contractors
1111 Forty Foot Road
Lansdale, PA 19446

Winter 2019



Winter 2019

the craftsman



(See the Before and After Photos on pp. 2 and 3)

FROM FRUSTRATING TO FUNCTIONAL: A FIRST FLOOR TRANSFORMATION IN HARLEYSVILLE

Homeowners in Harleysville recently came to us seeking solutions for their dysfunctional first floor. Chief among their complaints were the lack of storage space and its cramped, boxy configuration which made congregating with family and friends frustrating. Their objectives were to create a more functional floorplan that provided adequate storage and updated the finishes to better reflect their style

aesthetic. With these goals in mind, we set forth to develop a solution to meet their needs.

In the design phase of this project, we utilized 3D renderings, as well as a 360 virtual floorplan to help our clients better visualize the renovated space. According to the homeowners, these tools were particularly helpful in determining the size of the island. "Until you see the drawings

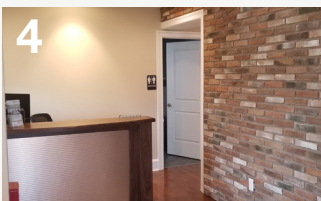
This Issue



From Frustrating to Functional



360 Visualization



Custom Craft Has Moved!

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PA# 5292



Custom Craft Has Moved!

We are excited to share that we have officially moved into our new office space on Forty Foot Road. Our new location does double duty as a showroom complete with room vignettes designed to showcase the latest remodeling techniques and finishes. We are planning an open house event for the fall. Look for an invitation in the near future. In the interim, if you would like to schedule a tour of our new space, we would be delighted to show you around. Please contact us at 610-584-0665.



From Frustrating to Functional:

A First Floor Transformation in Harleysville



Design Trends

360 Visualization



drawings and 360 views, it's hard to put yourself in the space. The renderings helped us to weigh the pros and cons of the island size, seating placement and more."

The layout they selected is open concept and flows seamlessly from the kitchen through the dining area and into the family room. New Pella windows provided a welcome source of natural light, as well as a view to the outdoors which has become one of their favorite features. "We love that we now have a view into our backyard. We wanted to feel more connected with nature and the new windows in the kitchen and family room helped us to achieve that."

For their color palette, our clients selected earth-toned neutrals featuring shades of gray and white accented by warm wood tones.



Additional storage was included above and below the bar server to either side of the undercounter beverage refrigerator. Storage for stemware is conveniently located above, and the glass door panels in the cabinetry helped our clients showcase their collection of stemware. On the backsplash, we installed traditional Pumice 3 x 6 ceramic subway tile in a 50% brick pattern.

In the family room, we installed a Kozy Heat gas fireplace and gave it a stacked stone surround in Glacial Black. To each side, we mounted shiplap on the walls and installed floating shelves to showcase our clients' collection of framed photos and art. A flat panel television was mounted above the fireplace, making the space a warm and relaxing gathering place where friends and family can watch their favorite programs.



Cabinets along the perimeter were painted Cotton white, while the island cabinetry was painted Shale gray. From the black walnut island countertop, to the Pearla Gris granite adorning the perimeter cabinetry and bar server, the mix of colors and materials marry harmoniously.

Storage shortage is a problem no longer in their renovated space. We installed Quality cabinetry in the island and along the kitchen perimeter—including tall pantry cabinets flanking the refrigerator. Featuring rollout shelves and trays, these cabinets provide convenient access to pantry staples.



Our clients are thrilled with their renovated first floor. "We use every inch of it" they shared. They also enjoyed working with Custom Craft on the project. "You know exactly what you're going to get. They take care of everything start to finish. We would definitely recommend them to other homeowners."

