

New England Home

CELEBRATING FINE DESIGN AND ARCHITECTURE

MARCH/APRIL 2009

RELAXED HIGH STYLE

SMALL SPACE, BIG IMPACT

INDOOR-OUTDOOR BOSTON LUXURY

ALL-SEASON ISLAND WARMTH

PLUS: A GROWING FAMILY'S

GRACIOUS SUBURBAN RETREAT



Display until May 18, 2009

WWW.NEHOMEMAG.COM

Paul Reiss

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YEARS IN BUSINESS 19 **WHAT'S NEW IN HOME BUILDING MATERIALS?** Zinc roofing and wall panels. **FAVORITE NEW "GREEN" TECHNOLOGY?** Spray-in foam and cellulose insulation technology. **HOW HAS YOUR RELATIONSHIP WITH ARCHITECTS AND INTERIOR DESIGNERS CHANGED OVER THE YEARS?** Relationships have become more team oriented, with collaboration as a measure of success. **MOST CHALLENGING SITE YOU'VE EVER WORKED ON?** Caribbean beachfront. **HOW HAS YOUR CLIENTELE CHANGED OVER THE YEARS?** Modernism is back! Curtain walls and rain screens are gaining in popularity.

Edward Freedlender

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YEARS IN BUSINESS 25 **WHAT'S NEW IN HOME BUILDING MATERIALS?** More use of engineered joists and beams. **FAVORITE NEW "GREEN" TECHNOLOGY?** Recycled use of previous waste into new products. **HOW HAS YOUR RELATIONSHIP WITH ARCHITECTS AND INTERIOR DESIGNERS CHANGED OVER THE YEARS?** We've established reciprocal relationships to exchange ideas and clients. **MOST CHALLENGING SITE YOU'VE EVER WORKED ON?** Building an addition on the site of a previous dump. **HOW HAS YOUR CLIENTELE CHANGED OVER THE YEARS?** Clients are tending toward understated elegance in building and design.

Bryan Beaver

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YEARS IN BUSINESS 26 **WHAT'S NEW IN HOME BUILDING MATERIALS?** Products that address homeowners' chemical sensitivities, such as formaldehyde-free plywood for cabinets. **FAVORITE NEW "GREEN" TECHNOLOGY?** See above. **HOW HAS YOUR RELATIONSHIP WITH ARCHITECTS AND INTERIOR DESIGNERS CHANGED OVER THE YEARS?** It's more collaborative, with a focus on team-building in the design phase. **MOST CHALLENGING SITE YOU'VE EVER WORKED ON?** A penthouse loft in Boston's Leather District, no elevator. **HOW HAS YOUR CLIENTELE CHANGED OVER THE YEARS?** They are more self-educated about building materials and green building techniques at the start of the project.



Greg Petrini

Petrini Corp. Needham, Massachusetts
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YEARS IN BUSINESS 60+ **WHAT'S NEW IN HOME BUILDING MATERIALS?** A greater appreciation of renewable and durable lumber products: "zip wall" sheathing, composite trim, engineered lumber, etc. **FAVORITE NEW "GREEN" TECHNOLOGY?** Technologies that improve the quality of living within the home, such as geothermal HVAC and Icynene insulation. **HOW HAS YOUR RELATIONSHIP WITH ARCHITECTS AND INTERIOR DESIGNERS CHANGED OVER THE YEARS?** The collaborative and team approach remains the same but recently there's been a much greater emphasis on value, even with custom projects calling for a very high level of finish. **MOST CHALLENGING SITE YOU'VE EVER WORKED ON?** An oceanfront custom home site on the North Shore set atop a solid ledge. **HOW HAS YOUR CLIENTELE CHANGED OVER THE YEARS?** Clients, particularly our younger clients, are interested in green technologies and energy efficiency. Our custom clients are recently very interested in thoughtful design and a restrained luxury. Clients want their homes to be eminently livable.

Marc Kaplan

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YEARS IN BUSINESS 32 **WHAT'S NEW IN HOME BUILDING MATERIALS?** Synthetic wood for exterior trim. **FAVORITE NEW "GREEN" TECHNOLOGY?** Icynene insulation. **HOW HAS YOUR RELATIONSHIP WITH ARCHITECTS AND INTERIOR DESIGNERS CHANGED OVER THE YEARS?** It's become increasingly team oriented. **MOST CHALLENGING SITE YOU'VE EVER WORKED ON?** One with lots of slope and ledge. **HOW HAS YOUR CLIENTELE CHANGED OVER THE YEARS?** They continue to get more sophisticated.



Robert Ernst and John De Shazo

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YEARS IN BUSINESS 30 **WHAT'S NEW IN HOME BUILDING MATERIALS?** Composites, recycled and reclaimed materials. **FAVORITE NEW "GREEN" TECHNOLOGY?** Integrated solar roofing panels and options. **HOW HAS YOUR RELATIONSHIP WITH ARCHITECTS AND INTERIOR DESIGNERS CHANGED OVER THE YEARS?** We form better teams earlier in the process to service the client. **MOST CHALLENGING SITE YOU'VE EVER WORKED ON?** Building

a home on a rocky point in record cold. **HOW HAS YOUR CLIENTELE CHANGED OVER THE YEARS?** Clients are asking for preliminary pricing based upon conceptual plans.

