

NEW LOOK:

Create Your *Space*

By Susan Dyer Photos by Joyce Santana-Malave and Brandon Vick

Walking into inde's 5,000 square-foot showroom in Victor one has an instant desire to touch everything; which includes marble countertops and roofing tiles. The colors are vibrant and subtle. The stair railings range from contemporary to classic; as do the window frames. Moving from one display kitchen to the next, a theme not of specific style but design emerges; intuitive design. Intuitive design invites the homeowner to visually and tactility, as well as financially, pick pieces from one showcased room to another and mix and match. Wall display shelves are available to be used like story boards; each piece can be placed on a shelf next to another and what was a hunch can become a reality – they work together; or not. Like a sink in one of the bathroom displays but

not the faucet; take the faucet off and fetch another, position it on the sink of your choice and you have become a home designer drawing on your own aesthetic intuition.

When you are walking the storeroom, you might notice the eye-catching architectural drawings used as wallpaper on one of the display room walls. These are the actual drawings made by their in-house, licensed architect; this is one of the unique services inde offers. If you are in their store and thinking to yourself that one day you will be able to find someone to help you capture the home you imagined on paper and then build it; inde was the right place to come.





Morrell Builders of Rochester and of Pride Mark Homes joined in a partnership to form inde as a solution for what they call a fractured process; homeowners meeting their bathroom tile contractor at Home Depot or Lowe's to pick out tile and then returning on another day to meet their roofer; their plumber, their designer and the list goes on. From the foundation to the roof, inde provides umbrella services. Their tag line reads: "From concept to conception – Seamless process under one roof." Their grand opening is September 23; however, they have already signed a number of redesign contracts. In today's economic climate, remodeling the attic into an office and a guest bedroom may be the ideal solution to expansion without moving.



Yes, inde covers all the bases including the kitchen sink; you have to see their sinks. The hand-hammered, set-in, circle sink is a piece of art; everyday art that will greet you in the morning and the evening. Another must see is the modern, oven fan that looks like something from the popular television show the Jetsons with its unconventional cone shape. Yet, the cozy fireplace with its classic molding is incredibly appealing. Stop in today; let your intuitions and their highly skilled staff make your dream home the one you come home to every night.

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