

Lakeshore Living

IDEAS AND INSPIRATION FOR YOUR MADISON AREA HOME

The Lake Life

**A Peek Inside a Classic
Retreat on the Water**

**A Dream
Kitchen
Redesign**

*Decorating With
Fall's
Hottest
Hue*

Fall Style
**Closet Must-Haves +
Where to Shop Now**



ZERO MAINTENANCE PIERS

Summerset Marine Construction: accommodating your waterfront needs with superior customized solutions. From piers to boat lifts, we provide premium products for every unique lifestyle, property and budget.

Just Add Water.

Larry Chapman 262.949.5828 Mobile | 262.594.3244 Office | Larry@SummersetMarine.com

www.SummersetMarine.com



dreamhouse
remodeling
Madison | Delafield

dreamkitchens
design
Madison | Delafield

Cabinet City
Organized Spaces
Middleton

dreamtile
(coming soon)
Oregon, WI

*Let the Dream family of companies
take you through your next remodel project.*

dreamhouse
dreamkitchens

5117 Verona Road | Madison, WI 53711 | 608-204-7575

www.dream-kitchens.com

contents



features

36

Noir on the Northern Shore

An interior designer's dream home features a love of West Coast style and many design surprises along the way.

44

Easy Breezy

With its delicate color palette and modern farmhouse finds, this Lake Waubesa house inspires peaceful feelings among all who visit.

50

A Contemporary Showpiece

How one couple turned a dated, 1960s lake home into a dazzling, modern abode with style.

58

Living on the Lake

A comfortable Lake Wisconsin home becomes a gathering spot for far-flung family.

departments

6 **From the Editor**
A fall refresh.

DESIGN

9 **The Edit** | *Out of the Box*
These Wisconsin-produced kits are chic, cool and curated just for you.

14 **Inspired Interior** | *Green With Envy*
Emerald hues are just the ticket for a pulled-together, polished interior.

18 **NEW! Transformation** | *Dream Design*
A couple reimagines their lakefront condo's kitchen into a light, bright oasis.

THE LOOK

23 **Style** | *Fall Must-Haves*
Pattern, color and classic silhouettes pop up in this season's key pieces.

26 **Trending**
Meet an inspiring Madison maker, and where to shop now.

28 **Stylemaker**
Journeyman Co.'s Todd Christiansen talks men's style, travel and shopping local.

AT HOME

30 **The Workbook** | *An Insider's Guide to Furnishing a Home From Scratch*
How to outfit the rooms in your house from start to finish.

34 **Technology** | *Connectivity 101*
Your step-by-step guide to transforming your house into a smart home.

66 **Last Look**
Revisiting some Madison history.



27
— YEARS —
CELEBRATING
1992 * 2019

Custom Kitchens * Baths * Wine Cellars * Libraries * Wardrobes and More...
www.dybdahldesign.com 608.831.2500



A Fall Refresh

For many Wisconsinites, fall is the best season of the year. The crisp, cool temperatures, beautiful changing leaves and, let's face it—pumpkin spice lattes—mean that swimsuit season has wound down and jacket season has ramped up. And, it's the perfect time to sit down by the water, slow down and read a book (or Lakeshore Living!).

Like the seasons, home and garden trends are dynamic and constantly changing. And that's our favorite part of putting together each issue of this magazine—spotting what's new and next for your home and lifestyle. In this edition, we bring you plenty of ways you can spruce up your life, from small to large. Fancy painting an accent wall in your living room emerald green? Designer Alexandra Wood talks about how to effectively select a fabulous shade of green and pair it up with patterns (see page 14 for that). If you need a new handbag for fall or some new closet staples, check out our "Meet the Maker" feature on page 26 where you'll meet Morgann McCoy and her A Well Worn Story bag line—or, hop over to page 23 for your fall wardrobe must-haves. If your kitchen is needing a refresh, take some inspiration from our Transformation feature on page 18. A pair of lakefront condo owners undertook a dazzling before-and-after you have to see for yourself.

If your favorite part of this magazine is our home features—we have those in spades, too. Check out a glamorous Hollywood Regency-inspired Lake Mendota residence; a charming, comfortable Lake Wisconsin abode; a midcentury modern marvel; and a beautiful, farmhouse-chic home—both on Lake Waubesa.

Thank you for reading! If there's ever a topic you're interested in seeing in our pages, don't hesitate to drop me a note. And if you or someone you know has a home that would be great to feature within our pages, please email me at Shayna@ntmediagroup.com.

Enjoy the lake!

Shayna Mace, Editorial Director
@shaynamace

Seen on Instagram

Do you follow @lakeshorelivingmag? If not, follow us today! We post bonus pictures of homes we feature and what's happening in our world.





THE DIFFERENCE IS IN THE DETAILS



608 669 2907



info@dkdesignbld.com



www.dkdesignbld.com



chalmersjewelers.com

Lakeshore Living

IDEAS AND INSPIRATION FOR YOUR MADISON AREA HOME

PUBLISHER & EDITORIAL

PUBLISHER

Barbara Krause
bak@ntmediagroup.com

VICE PRESIDENT OF PUBLICATIONS

Becky Peck
bpeck@ntmediagroup.com

EDITORIAL DIRECTOR

Shayna Mace
shayna@ntmediagroup.com

ART DIRECTOR

Kayla Collins
kjc@ntmediagroup.com

GRAPHIC DESIGN

Kayla Ermer
kermer@ntmediagroup.com

Chris Livieri

chris@ntmediagroup.com

SALES

ADVERTISING ACCOUNT MANAGERS

Dena Frisch
dena@ntmediagroup.com
608-220-2120

Danielle Letenyei
danielle@ntmediagroup.com
608-438-6996

Deann Hausner
deann@ntmediagroup.com
262-903-9000

ADVERTISING COORDINATOR

Julie Schiller
julie@ntmediagroup.com

ACCOUNTING

Danielle Stachowski
dms@ntmediagroup.com

Lakeshore Living magazine is a publication of Nei-Turner Media Group, Inc. Gary E. Nei, Chairman; William Turner, President, Barbara Krause, Publisher. 400 Broad St., Lake Geneva, WI 53147.

Complimentary copies of Lakeshore Living are available at advertiser locations and select businesses. To order a copy by mail, send \$6 to the address below, or call 262-729-4471.

To receive email updates about Lakeshore Living magazine, send your email address to shayna@ntmediagroup.com.

Lakeshore Living magazine is published twice yearly by Nei-Turner Media Group, Inc., 951 Kimball Ln., #104, Verona, WI 53593.

COMMENTS? We welcome your inquiries. Email us at shayna@ntmediagroup.com.

FOR ADVERTISING rates and information, call 608-220-2120, or dena@ntmediagroup.com.

Visit our website at lakeshoreliving.com.

No portion of this magazine may be reproduced without prior written permission by the publisher. ©2019 Nei-Turner Media Group, Inc. All rights reserved. Prepress services and printing by LSC Communications, Pontiac, IL.

Unsolicited material must be accompanied by return postage. Lakeshore Living magazine assumes no liability for damage or loss.



BEAUTIFUL WATERFRONT LIVING ON PRIVATE WOODED LOTS ONLY 30 MINUTES FROM MADISON

Shire Wood

- 174+ feet of water frontage
 - 2 to 14+ acre lots
- Shire-Wood.com**



BRANDON GROSSE 119 W. WASHINGTON AVE MADISON, WI 53703

📞 608.256.4566 📠 608.577.9860 ✉ Brandon@AccordRealtyMadison.com 🏠 SellingDane.com

Out of the Box

Looking for a gift for a loved one, a pick-me-up for yourself or even to get crafty? These Wisconsin-produced kits are chic, cool and curated just for you.

Styling and photography
by Shanna Wolf



Colectivo Coffee's Blue Heeler is one of their most popular blends



Indulgent Pleasures

With the tagline "Wisconsin in a Box", **WiscoBoxes** gather together the best of the state in themed, customizable boxes ready to ship—all perfect for you or a loved one.

The Coffee, Wine, Chocolate box features Milwaukee roaster **Colectivo Coffee**, Barneveld-based **Botham Vineyards**, Mount Horeb's **Sjölinds Chocolate House** and more. This box, \$135, wiscoboxes.com

*Less waste
is in style*

Eco Essentials

Madison's **Green Life Trading Co.** was created to help consumers find eco-friendly, reusable options for (typically) disposable items for kitchen, cleaning and bath and body goods. This **Low Waste Kitchen Kit** has great essentials (like utensils, reusable bags and brushes) to get you started on reducing waste in your home. \$160, greenlifetradingco.com



Handsome Housewares

One-OneThousand's Indigo Dye Kit has everything you need to spice up plain ol' Turkish towels, flour sack towels, pillow cases and more. This traditional technique lends a boho, yet classic, vibe to your home décor. The Madison-based company has a creative studio, retail shop and online store. \$45, oneonethousand.net



Darling Décor

The **Mad Makery's Copper and Oak Photo Display** is a fun DIY you can do right at home with easy, step-by-step instructions. The Madison-based biz offers other kits you can purchase right off of owner Melanie Gehrke's website, or, attend one of her in-person workshops. Happy creating! \$35, themadmakery.com

Try This Tea

The Kombucha Shop's Kombucha Brewing Kit is a fun way to try your hand at brewing the healthful tea at home, which, by the way, purports benefits of containing probiotics and antioxidants. The Madison-based business's owner Kate Field was even featured on ABC's "Shark Tank" in 2018. \$45, thekombuchashop.com



VICTORY

HOMES OF WISCONSIN, INC.

DISTINCTIVE DESIGNS.
SUPERIOR CRAFTSMANSHIP.



HANDCRAFTED HOMES, LIFELONG RELATIONSHIPS.

As a preferred custom home builder in the Madison and Milwaukee markets, and the Metropolitan Builders Association's 2018 Builder of the Year, we take heart in delivering handcrafted homes that embody the beautiful surroundings of the communities we build in. Our team's passion ensures that each home is built with extraordinary care, and each promise is delivered. Our Customer Care Process ensures that when we deliver the keys to the new home, we leave a lifelong friend.

— *Building Custom Quality Homes in Wisconsin Since 2003* —

VICTORYHOMESOFWISCONSIN.COM | 608-733-1115

Tour our 2 Model Homes: The Verona, Kilkenny Farms, Waunakee & The Brooklyn, Cardinal Prairie, Middleton! Open Weekends noon to 4 pm, or by appintment. Closed holiday weekends.



MADISON AREA
BUILDERS
ASSOCIATION



FOLLOW
US ON:





EVERY DETAIL THOUGHTFULLY CRAFTED

A bow being drawn across the strings of a violin, the soft yet recognizable tempo from a marimba and the mellow echo of a viola. The Detroit Symphony Orchestra has recorded soothing yet still attention-getting musical alerts that serve as noncritical, soft-warning and hard-warning chimes. Now, when your door is slightly ajar, the sound you will hear will be equally informative while being far more soothing.



CUSTOMIZED COMFORT

The Lincoln Aviator is the first Lincoln to offer quad-zone climate settings on Aviator Reserve and higher series. This allows second-row passengers to easily adjust both their row's individual desired temperature and the third-row settings.





STAY CONNECTED

Take your favorite apps with you. With SYNC®3 AppLink™,⁵³ you can access many of your favorite apps through the 10.1 inch center screen in the Lincoln Aviator.



The All-New 2020 Lincoln Aviator
Learn more at [Lincoln.com](https://www.lincoln.com)





Green with Envy

Award-winning design firm Sarah Vaile Design created this fabulous living room for a young family with children. When Vaile's clients purchased a vintage brick home, Vaile sought to update the interior significantly, while remaining true to the spirit of the house's history. A cozy yet formal living room was on the top of her clients' wish list. When she met with her clients, they were initially hesitant about her plan.

"My clients wanted pops of green and animal print but didn't think I would suggest painting a whole room green. I pushed them to take a design risk and we are all thrilled with the end result."

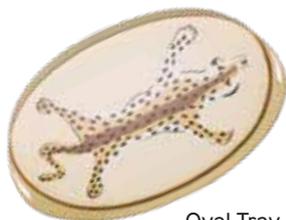
Image courtesy of Sarah Vaile Design/Photo by Aimee Mazzenga

SHOP THE LOOK



Golf leaf statue, \$93, brookeandlou.com

Boxwood Topiary in oval pot, \$495, caitlinwilson.com



Oval Tray in cream leopard, \$85, danagibson.com



Kailyn coffee table, \$1,635, brookeandlou.com

Hue Cues

DESIGNER TIP: Painting the walls and woodwork the same color in a small space makes everything blend together. Your eye doesn't know where to stop, so the space appears much larger.

-  **Webster Green**, Benjamin Moore (HC-130): This green works well in different settings from traditional to minimal. It's lovely on kitchen cabinets or in a masculine den.
-  **Salamander**, Benjamin Moore (2050-10): This green-black moody hue is gorgeous and is a go-to for many designers. It's perfect for creating a deep richness.
-  **Green Smoke**, Farrow & Ball (#47): This deep blue-green color is not as bright as a Kelly green but it is more intense than a khaki. It's the perfect dose of green without being overbearing.

PATTERN PLAY

Wallpaper is the perfect way to add a punch of color and pattern to your space. Don't want to commit to papering the whole room? Consider papering the back of a bookshelf as an easy and inexpensive way to achieve a similar look and feel.



1. **Zig Zag Leaf on Almost White**, quadrillefabrics.com
2. **Bali Hai Greens on Almost White**, quadrillefabrics.com



Produced by Alexandra Wood @alexandrawooddesign



BEAUTIFULLY-CRAFTED INTERIORS

ADD ENJOYMENT VALUE TO YOUR HOME

We are a full-service, Madison-area home-renovation firm; we're unique in our ability to do it all under one roof. Our project consultants, construction team, and interior design specialists all work in-house to bring a holistic approach to the design-build process.

We deliver unbeatable, high-end quality home design, with the full process done right: from idea to finished product, and every step in between.

VISIT OUR WEBSITE AT WAUNAKEEREMODELING.COM TO START YOUR PROJECT

MADISON SHOWROOM
5960 Odana Road
(608) 442-0032

WAUNAKEE SHOWROOM
1001 Frank H. Street
(608) 849-5155



Simply the Best



Keuler

CONSTRUCTION, INC.



keulerconstruction.com 608.798.1771
8308 State Road 19 Cross Plains, WI 53528

Dream Design

A couple reimagines a lakefront condo's kitchen into a light, bright oasis.

By Shayna Mace | Photography by Shanna Wolf



NO MATTER WHERE Rochelle Alpert-Sherman and Hank Sherman lived, Madison always felt like home. After living in Appleton and owning a business for 18 years, the couple sold their business, eventually retired and decided to move back to the area where Alpert-Sherman went to college, at the University of Wisconsin-Madison. The couple's adult sons also live in the southern part of the state, with one based in Madison and the other living nearby in Milwaukee.

"Having a beautiful view was at the top of the list," says Alpert-Sherman.

The couple set their sights on purchasing a lakefront property, and visited single-family homes and condos all throughout the city. But, they realized a condo near the downtown area was really where they wanted to be—and they found and bought a 2,300-square-foot unit in Monona on the water, within walking distance to shops, restaurants, trails and parks.

Rochelle and Hank loved the location and view—but knew the main level needed updating.

(Bottom, above) Before, the kitchen's narrow footprint and walls closed it off from the dining room and living room—and it lacked a great lake view. (Top) After, the space was dramatically opened up.



BEFORE

kitchentune·up[®]
Remodeling your expectations_{sm}

kitchentuneup.com | 608.616.9766
tconner@kitchentuneup.com



AFTER



Rochelle and Hank worked with Dwellings throughout the first floor to select furnishings, rugs and lighting. “They really helped us to create the look we wanted, and they understood our vision, which was modern—but kind of a softer modern,” says Alpert-Sherman. (Top left) Hank’s beloved Salvador Dali prints set the tone in the dining room, as does the Century House minimalist dining table (with nifty fold-out table leaves), chairs from Rubin’s and midcentury modern chandelier from Dwellings.



The narrow galley kitchen had a wall separating it from the dining room with only a small opening, and a half-wall also separated the living area from the small eat-in area. The kitchen lacked a great lake view and the space was tight.

“Our goal was to open the kitchen area to the beautiful views of the lake, the capitol and the sunsets, and to give us more space to cook together,” says Rochelle.

They met with Tim Parish of Precision Construction to drastically reconfigure the kitchen. The group decided to take down both walls, build in a large island, install new cabinetry, put in new wood floors and add in a gas line for a new gas stove. The space was stripped down to the studs and took five months to finish.

The result was a modern, airy, open and inviting spot where lake vistas greet the couple every morning.

Now, the white cabinetry sings against gray,

glossy subway tile, Cambria countertops and open shelving. Hank and Rochelle can sit at one of their barstools to eat or chat while sipping coffee. After the kitchen makeover, the couple opted to refresh the rest of the main level to match the new look, which included installing wood floors in the condo’s entryway, purchasing new living room and dining room furniture (guided by the design expertise of Julie Umhoefer and Jennifer Haley of Dwellings), installing a stacked-stone fireplace wall surround and putting in a custom-fabricated, black metal stair railing by AA Welding to access all three levels in the condo.

For Hank and Rochelle, they couldn’t be happier with how things turned out. Not only are they in their ideal location, but their condo is a dream to live in.

“My favorite thing is the open view when you’re cooking—you can see everything,” says Hank. “Before, there was only a little window and you couldn’t really see anything, so it really opened up in here.” 🍷

The couple stained the golden oak flooring darker throughout the first floor, and removed the tile that was in the front entryway and kitchen to lend a uniform look throughout. To add visual interest in the living room, they also installed a stacked-stone wall-to-ceiling accent wall around the fireplace.



Cadillac

INNOVATIVELY ENGINEERED.
BEAUTIFULLY CRAFTED.

2019 Cadillac XT4



2019 XT4 ^{Luxury}

MSRP STARTING AT

\$37,265

2019 XT4 ^{PREMIUM LUXURY}

MSRP STARTING AT

\$44,905

Tax, title, license and dealer fees extra.

2019 XT4 ^{SPORT}

MSRP STARTING AT

\$46,330

BERGSTROM CADILLAC

ABOUT US

At Bergstrom Automotive, we strive to be the recognized leader of guest service through our commitment to treat everyone like family. You deserve complete peace of mind when it comes to owning your vehicle, regardless of whether it is new or pre-owned. We pledge to provide the finest personal service and facilities for our guests.

MadisonCadillac.com

LOCATION

1200 Applegate Rd
Madison, WI
53713

SALES

608.271.2211
Mon-Th 8:30am-8pm
Fri 8:30am-6pm
Sat 8:30am-5pm

SERVICE

608.271.2211
M-T-Th-F 7am-6pm
Wed 7am-8pm
Sat 8am-1pm

YOUR BIG DREAMS ARE A BIG DEAL.

WE'LL HELP YOU MAKE THEM A REALITY.

No matter what yours may be...building a strong financial foundation for your family, connecting your business and personal finances, buying a second home, or planning for retirement and beyond, we can help.

Our Private Banking team has the innovation and the expertise to get the job done.

LENDING. PLANNING. CONSULTING.



Jessica Duren
*Vice President
Private Banking*
608.826.5504
NMLS #709652



Sarah Brenden
*Vice President
Private Banking*
608.395.2514
NMLS #709622



Tami Kellar
*Assistant VP
Private Banking*
608.662.9403
NMLS #1851421



Amanda Keckler
*Private Banking
Officer*
608.662.9408
NMLS #1047699



PARK BANK

www.parkbank.com | 608.278.2801



Fall Must-Haves

Pattern, color and classic silhouettes all pop in key pieces you need this season.

Styling and text by Shayna Mace
Photography by Shanna Wolf



Animal Instinct

A (faux) snakeskin moto jacket gives you just the dose of animal print—a huge trend—that you need this season.

Piper & Jane jacket, \$129, Shilla Enchanted camisole, \$70, necklace, \$40, earrings, \$40 and Black Orchid Gisele high rise supper skinny jeans, \$190, all from **Cloth & Metal Boutique**; Oliveve Cleo envelope clutch, \$295 and rag & bone Beha boot, \$525, both from **Twigs**.



Soft Layers

A striped sweater is a must-have—and we love the pop of marigold that this one has—especially since jewel tones are also hot.

Hem & Thread sweater, \$58, **Tradition Women's Market**; Kerisma skirt, \$34, **Kee-Kee Boutique**; AV Max Talon necklace, \$96, Splendid Pierre boot, \$48 and Jenny Bird Riri chain link bracelet, \$95, all from **Twigs**; and Urban Expressions bucket bag, \$34.99, **DSW**.

Style Tip:

Look for block heels, flats and sneakers (all cool for fall) for shoes that match up fashion and comfort.



↖ Add a shot of shine

Fun Florals

Carry botanicals into fall in a wear-anywhere dress with romantic details.

Current Air dress, \$135, Tradition Women's Market; AV Max crystal bud drop necklace, \$68, Jenny Bird Medium Icon hoops, \$65, rag & bone Field Clutch handbag, \$425 and Loeffler Randall Gia boot, \$695, all from Twigs.



Perfect Prep

It's your updated uniform: throw on a camel coat, plaid blazer, cropped denim and cool sneakers for a casual-but-pulled together look.

Vince hooded coat in Teakwood, \$750, Smythe Duchess blazer, \$795, Kinly Pintuck top, \$158, AV Max Mini Bar necklace, \$54, Jerome Dreyfuss Bobi chain-strap handbag, \$645 and Elizabeth Cole Ryder bracelet, \$173, all from Twigs; Frame Le Crop mini boot raw edge jeans, \$220, and Scout stone hoops, \$20, both from Kee-Kee Boutique; and Adidas Advantage sneaker, \$59.99, DSW.

SHOP LOCAL



GET YOUR GAME ON

NEW to Waunakee, this boutique features women's apparel, accessories, jewelry, men's shirts and gifts. Everything to bring out the "bella" in you!

CIAO BELLA BOUTIQUE AND MORE
305 E. Main Street
Waunakee, WI 53597
(608) 849-2426
ciaobellaboutiqueandmore.com



FALL FAVORITES

This season is all about faded black denim paired with rich neutral tones in a variety of textures and prints. Find all your favorite cold weather looks in store or online!

LUCEO BOUTIQUE & STYLING CO.
6733 Frank Lloyd Wright Ave. Middleton
(608) 841-1501
luceoboutique.com



LakeshoreLiving READERS:
RECEIVE A FREE ONE-YEAR SUBSCRIPTION TO

BRAVA



BRAVA Magazine is published monthly for the Madison area, with features about local women, health, finance, career, travel, shopping and dining, community events and more.

VISIT www.bravamagazine.com to subscribe today and use code LAKESHORE to save \$14 on a one-year subscription.

Rescue ME!

Consignment & Thrift Boutique
Reuse Relove Rescue

Rescue Me! is an exciting new retail concept combining ladies consignment, gift boutique and donated thrift!

Shop for wonderful top brand consigned merchandise, unique boutique products, and first class thrift items.

Consider consigning your top tier branded items with us! We appreciate your donations, and if you really love animals please volunteer with us.

Please visit our website for more complete store information.

Proceeds benefit local animal rescues that re-home and rehabilitate at-risk dogs!

NOW OPEN



mydinkydog
Pet Boutique

MyDinkyDog Pet Boutique carries an exclusive line of designer pet products. We specialize in handmade, one of a kind pet carriers, pet beds and clothing, all designed for the special needs of dinky dogs.



fetch
WI
rescue

Visit us at 1661 Deming Way Middleton (Greenway Station next to Home Goods)
rescuemeboutique.com | rescuemeboutique@yahoo.com | Store Phone: 608.831.PAWS

Meet the Maker



Polished Patina

Morgann McCoy's love of sewing started when she was a little girl, growing up in a small town in northern Illinois. McCoy's grandmother and mother both sewed here and there, creating Halloween costumes and doing small garment repairs. But it wasn't until she attended Iowa State University where she graduated with a degree in apparel merchandising, design and production that she learned the mastery and skill of pattern-making, draping and making a product from start to finish. She also studied abroad at the London College of Fashion where she learned leather working, and "the seeds were planted to start my own business," explains McCoy.

She started her **A Well Worn Story** line in 2013 and her bags, aprons and home goods are classic, durable and polished, yet exude the patina of a piece that you've owned forever. And that's by design, of course.

"My whole goal is to create products that are high quality, get better with time and last a lifetime. [The item will] be 'well worn,' but get better with age," says McCoy, also referencing her business's name. "I want to encourage people to buy less, but purchase higher-quality items—so I focus on the materials I use and the way I put things together."

McCoy sources and uses only all-natural materials (waxed canvas, cotton and leather) cuts everything by hand and uses hand tools for finishing. Customers can even personalize their product by choosing from eight canvas colors and three leather colors—so their bag has a bespoke feel. Currently a bag takes about four to six weeks to arrive after it's ordered, due to high demand. "Everything is made to order, so I do things in small batches, as I don't want to overproduce anything," she says.



Customers can buy her bags at The Vault in New Glarus, One-OneThousand in Madison and at her online shop.

"I love pattern-making, measuring, fitting and creating a product that's actually going to get used and is functional for everyday life," says McCoy. "I want my things to go with everyone's wardrobe and be timeless pieces that people want to use all of the time."

wellwornstory.com

Shoppist



Welcome to the Jungle

This time of year is the perfect moment to reintroduce some green back into your life—after all, with the impending fall and winter, lush, vibrant plants can do much to cheer you up. And Kate Holl's **Wildewood** is just the spot to stop for a pick-me-up. Her sunny, minimalist space is stocked with all types of succulents, container plants, small trees and cute home accessories—all perfectly suited for indoors.

Holl, a Waukesha native that moved to Nashville, had opened a similar shop down south that did very well. When she and her husband moved to Madison in 2018, she tested the waters by selling her plants and accessories at One-OneThousand, and then Good Day Collective, a pop-up shop that was open last fall and winter. Her items were popular, so she knew she had to open Wildewood for good in the energetic East Johnson neighborhood.

"The small business community here seems to be very thriving and supportive," says Holl. "It was kind of a no-brainer [to open] a shop up here."

Holl comes from a line of gardeners—her great-great-grandfather owned a greenhouse and was a florist. Her grandfather also had a greenhouse in his backyard. "I just remember the smells ... so growing up around that, I always had an interest [in gardening]." The shop receives new plants from Florida monthly and eventually, Holl wants to grow her own plants to sell.

The wild, wonderful specimens draw shoppers in and tempt the eye—like spiky cacti, tubular starfish snake plants and fiddle figs. Holl also carries plant-based skincare (like Everyday Oil out of California and Brooklyn-based PLANT Apothecary), gift items and plant-care tools.

"It gives me a lot of energy and excitement for me to talk to people about plants, and connect them with plants that will make them happy in the long run," says Holl.

Wildewood, 702 E. Johnson St.,
wildewoodshop.co



HARD WOODS SOFT HEARTS



Design for a Difference-Madison
2015: Center for Families
2016: The Rainbow Project
2017: Centro Hispano
2018: East Madison Community Center
2019: Wil-Mar Neighborhood Center

There are many reasons to shop at FLOOR360. Exclusive lines of hardwood, carpet, tile and stone. A showroom staffed with certified interior designers who bring your ideas to life. But the best reason might be that every purchase supports Design for a Difference-Madison, a movement to make over spaces that serve our community. Visit us and see what a difference design can make, both in your home and in our neighborhood. **FLOOR360. Design is Our Difference.**

FLOOR360 

5117 VERONA RD | 608 274.2500 | FLOOR360.COM

Ten Minutes With TODD CHRISTIANSEN

The Southwest Wisconsin native and Journeyman Co. owner talks men's style and trends and how he brought his impeccably curated shop to downtown Middleton.

By Shayna Mace

You bring a lot of buying and product development experience to your shop, having worked at Lands' End in retail, inventory and merchandising, and at TravelSmith in San Francisco. How did those experiences tie into Journeyman Co.?

I was lucky enough to travel quite a bit in my different roles at Lands' End and TravelSmith. [At Lands' End] we did quite a bit of manufacturing in Southeast Asia and Asia, I went to Europe, and I spent a lot of time in New York City. So I'd run across brands, and they were items I'd purchase for myself and wear. So in developing the concept [for Journeyman Co.], I already had a kind of "wardrobe" of brands that I really liked.

Opening a physical location as well as the look and feel of your shop was very important to you.

I launched with the retail concept because it's my canvas for the brand. Three months ago, I started selling online, too. But the brick-and-mortar side of it is all about meeting people and allowing people to come and experience your brand three-dimensionally. With a small boutique, you have a guarantee on the product—I'll be here to help fit you, and be sure to take it back if you don't like it.

And the shop name gives a nod to your product selection.

The name was based on a work wear concept, and part of my strategy is to source from the U.S. The U.S. has a great work wear history with denim



manufacturing. So that was the starting point to having this brand grounded in better basics, and a staple of that is denim. I also like vintage sports, so you think of the journeyman ball player. The third part of the name is [a nod to] travel and the journey.

Part of my mission statement is "approachable fashion for men," and that to its core, is quality and fit. That's something I think about every day when I'm editing the assortment, buying it and talking to my customers. This store carries better brands, and when someone is spending a little more on their wardrobe, it really needs to fit well and last.

Soon, Journeyman Co. will have its own branded goods, which is exciting.

Yes, I'm partnering with a 120-year-old knitting company, Harley of Scotland, for a small production run of sweaters I developed with them. Those are coming at the end of September. But eventually, about 20% of the store will be my brand, [with] sweatshirts, rugby shirts, T-shirts and socks.

What are essential pieces all men need in their wardrobe?

A five-pocket twill jean, a great pair of leather boots, a chambray work shirt and some sort of shirt jacket (see all right). If you can get those building blocks, then you can layer on some extra fashion pieces that you can have fun with. 🐾



Blundstone's Australian rancher boots are almost 100% waterproof and they wear like iron. It's my go-to boot. They go through snow, mud and rain.

You could wear this Relwen shirt jacket over a flannel shirt, or layered over a sweater. It has tons of details—it's weather-resistant and has a contrast quilted lining.



Taylor Stitch is based out of San Francisco and you can dress this shirt up or down. This is the hardest-working item in my closet.

These Faherty pants are a hybrid design—they have a jean construction, in a stretch twill. They play the role of jean and a chino.



To unwind as a family, we like to go to Door County and explore.



Making Your *Dreams a Reality.*



SPECIALIZING IN:
Residential & Commercial Projects
Full Remodels | Roofing
Siding | Decks | Gutters
Windows & Doors | Additions

2405 Parview Road | Middleton | 608-836-1950 | www.exteriorrenovations.com 



Furnishing a home can be overwhelming, not to mention time-consuming and expensive. With a detailed plan and being realistic with how you will live in the space, the home design process can be fun—thanks to these insider secrets.

CREATE A DÉCOR PLAN

As with any new endeavor, the first step to a successful home makeover is creating a plan. This will help develop your vision and will make an overwhelming process become manageable.

If you're working with an interior designer, communicating your likes, dislikes and inspiration will help create a harmonious space.



"We align on big-picture vision first, then focus on the specifics for each room. We believe everything in a room has to work together, and no decisions should be made in isolation," says Summer Thornton, principal and interior designer of Summer Thornton Design. "The wall treatment impacts the window treatment, which impacts the upholstery, which impacts the rug, and so on."

If you're creating a décor plan solo, channel your inner designer to create a cohesive plan before shopping.

"Spend time browsing sites such as Houzz or Pinterest to gather a full spectrum of rooms that you gravitate toward. Then move your endless ideas into folders that have no more than three concepts—this will help you hone in on your vision," says Beth Welsh, interior designer with Interior Changes.

"Look at your options, print photos and look at them together. If it all works, then pull the trigger and buy," says Thornton.

However, furnishing a home doesn't mean buying everything new. Part of the process should be assessing how some of your existing items can fit into a new design plan.

"Everyone owns pieces they love and cherish. Sometimes a buffet can become a TV console or a bookshelf can be displayed in different ways. You don't need to scrap everything in your life to make a new space—allow the story to continue," says Welsh.

"Creating a plan depends on your lifestyle and budget. The first step should be determining if you can reuse any of your existing pieces," says Emily Ware, merchandising manager and buyer



AN INSIDER'S GUIDE TO
**Furnishing
a Home**
From Scratch
How to outfit the rooms
in your home, plus, where to
splurge and what to save on.
By Deanna Kane



PHOTOGRAPHY BY SHANNA WOLF

with Penny Mustard Furnishings. "Then, identify the items you will use the most. The quality is important—you don't want to have to redo it."

Lastly, being honest with how you really live will save you discomfort after the space is complete.

"Be honest with how you live and work in your environment. Many people have an illusion they would work differently if their space is different. For example, if your favorite place to work is the couch, adding a desk probably won't change this," says Welsh.

WHERE TO INVEST

At its core, a home is a haven to relax and recharge.



"We retreat to houses to renew," says Welsh. "If you're uncomfortable, you're not getting the best quality of living, so invest in pieces you use the most."

Sleep is the ultimate in recharging. "It's vital to your overall well-being, but mattresses are often overlooked," says Ware. "Invest in the base and mattress, and save on the headboard."

Being able to relax means being comfortable and knowing your new items will be safeguarded from the stress of daily use.

"Allocate your money towards the primary surfaces you use to sit or lay, such as a sofa or recliner, says Welsh. "These show the most wear and tear, and break down the fastest."

As a guide, Welsh suggests a \$2,500 starting point for a great sofa, which should last 10 to 15 years.

Ware also suggests investing in solid wood.

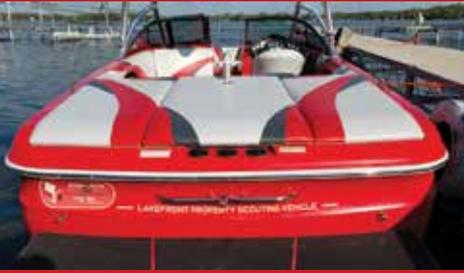
"A solid wood dining table won't break down," says Ware. "For custom pieces, plan in advance because they can take 9-12 weeks to arrive."

The items in which to invest should also be a personal choice.

"Invest in the items you love, which will make the room; some rooms need a stunning sofa with special fabric, other rooms need magnificent art, and yet others need a dramatic wall treatment," says Thornton.



Lakefront & Luxury



Schedule your lakefront property tour today!



JOSH LAVIK associates

PARTNERED WITH kw KELLERWILLIAMS

608-440-9886

www.JoshLavik.com



CHALMERS JEWELERS



chalmersjewelers.com



WIN A MAKEOVER AT THE ALL-NEW WOMEN'S WEEKEND

Two lucky winners will be picked from the audience on each day of the event.
Winners will be announced at 11 a.m. and must be available for makeover on day of show.



NOVEMBER 23 & 24

10 A.M. - 4 P.M.

ALLIANT ENERGY CENTER

MadisonWomensWeekend.com

DOOR TICKETS \$10 - ONLINE TICKETS \$7

Explore, Engage,
Experience... Enjoy!

- Beauty Makeovers
- Pampering Experiences
- Fashion Shows
- Boutique Shopping
- Live Entertainment
- Inspiring Demonstrations
- Fun Crafts

Thanks to our Sponsors:



WHERE TO SAVE

Not every item needs to be a forever piece.

"Depending on how you use them, decorative end tables are a great place to save," says Ware. "However, if you will use them as a second dining area, it's better to invest more."

Soft, decorative items such as rugs, pillows and throws are items that can be swapped out seasonally, and should all be at the lower end of your budget.

"Shop online for rugs, specifically, for wool rugs. They are durable, [have] fantastic quality and with smart shopping, you can find them on sale," says Welsh. "This is a great way to update the space between seasons."

QUESTIONS TO ASK WHEN SELECTING PIECES

Knowing what to ask yourself when selecting pieces can easily eliminate items that aren't the best fit, and will help you focus on bringing the right pieces into your home.

Thornton says to ask yourself, "Does this say something? Do I love it? Is it different? Will this still be cool in 10 years?"

Ware recommends asking, "How will it be used, and what function does it need to serve?" Once you're able to answer that, you can make the most out of your budget," she says.

DESIGN TO-DOS

If you're working with a designer, a personality fit and trust are the most important aspects.

"See if you click on the phone before hiring them," says Welsh. "Once you've made the decision, trust them. Avoid asking others for their opinions; you will risk getting their opinions for their home, not yours."

"Hire someone whose work you admire, make sure they have great references, and then enjoy the ride!" says Thornton.

When you're creating a design plan on your own, Ware says organization and honesty are the most important parts. "Once your ducks are in a row, and you're honest with how you will use the space, it will be an easy and fun process—and you won't worry about if you will like it later," she says. "When the needs are covered, the wants are fun!" 🐥

Deanna Kane is an interiors, home décor and real estate writer, who also enjoys taking on her own home renovation and design projects.



**It's not just a house.
It's where you've
made your memories.**

Let Wisconsin's most elite remodeler transform your entire house, construct an addition, or remodel a single room, for a new beginning that still feels like home.

 TAKE A VIRTUAL TOUR AT
vivehometransformations.com

VIVE


HOME TRANSFORMATIONS

New Home. Same Address.



CONNECTIVITY 101

Your step-by-step guide to transforming your house into a smart home.

By Deanna Kane

FOR EVEN THE SAVVIEST tech enthusiasts, outfitting a home with new technology can be daunting. When designing a house, a technology blueprint can be just as useful as a traditional construction plan. If you're overwhelmed by the process—or you're excited to kick-start it—this primer will help outfit your home with all your technology and AV needs.

ASSESS THE EQUIPMENT

While it's hard to imagine technology as personal, selecting the right technology and AV equipment is uniquely individual.

"The starting point is different for everyone, depending on budgets, timeframe and goals," says Andy Blakey, director of marketing at Elite A/V & Automation. "An important beginning is thinking of the end game—what do you want your house to ultimately do? That could be automating the window shades or lights, or being wired for sound."

Lifestyle is integral to selecting the right equipment. "It depends on what's important to the owner—security, lighting control, entertainment systems, et cetera. That dictates priority," says Joe Crary, owner of Crary Construction.

"As a custom builder, we build homes that fit people's lifestyles so we learn how they like to interact

with technology, and design a system to fit those needs," says Crary. "That could range from simple lighting control, to a full integration of temperature, window shades, TV or audio systems."

"Home security is [also] a common starting point," says Ken Bowers Jr., vice president of Bowers Construction. "Most people want their homes to be secure, and to [be able to] control it from a distance."

SEPARATE MUST-HAVES FROM FAST FADS

With the vast amount of smart home features and AV options, narrowing down the items your home needs can become a black hole.

The rules of moderation apply to home technology. Crary recommends selecting the basic options to be able to upgrade as time goes on, because investing in extensive custom technology systems can be difficult to recoup during resale.

Since technology is so fleeting, tech gadgets become easily outdated. "Apps become outdated quickly, so eventually certain technologies, such as smartphone-controlled window shades, won't talk to each other," says Blakey.

Bowers expects to see less television receivers and more smart TVs. "Everything is accessible on the internet," he says. "Electronic hubs with stacks of DVDs used to be the norm. Now, everything can be run through a smart TV with an internet connection."

TIMING IS EVERYTHING

Particularly important in new construction, a smart home plan should be drafted up pre-drywall, in the early construction stages.

"There are plenty of wireless options, but nothing is better than running a cable through the walls," says Blakey. "If you want to stream multiple TVs, wireless doesn't keep up as well; it becomes too bandwidth heavy."

"So much can be done wirelessly, but having the right hardware in place eases the strain on a wireless network," agrees Crary.

If you're looking to step up the technology in your current home, there are still easy ways to boost what you have. "When upgrading a home, it's easy to fish wire through the attic or unfinished areas of the basement. [And] at the very least, it is simple to do drywall repair," says Blakey.

MANAGE THE TECH

Once you've identified your technology and AV needs, implementation can be DIY or through a technology company. Prior to implementing, it is helpful to select an assistant to help control the various tech elements.

"The assistant, such as Google Home or Amazon's Echo, is what makes your house a smart home," says Blakey. "This is just a vocal control point. Google and Alexa

While it's hard to imagine technology as personal, selecting the right technology and AV equipment is uniquely individual.



THRILLING THEATERS —

don't make light switches, window shades, audio systems or home theaters; they simply voice control everything else."

Crary finds the most common smart home functions homeowners typically gravitate to include wireless speakers (such as Sonos), a smart thermostat (such as the Nest) or a smart-phone garage door opener.

MAINTAINING YOUR SYSTEM

As with any home upgrade, technology does require regular maintenance.

"Many integration companies offer maintenance plans," says Crary. "Instead of being reactive, you're paying for a service provider to be proactive."

"An outside company will ensure the system works forever, and can even do remote updates," says Blakey. 🐾

When it comes to home theaters, many find the open concept living space trend is expanding into this area, too.

"Over the last few years, we've seen less theaters with stadium seats, a sound system, a big screen and dark room. We're now seeing it being brought into the full basement, so more people can watch the movie," says Andy Blakey, director of marketing at Elite A/V & Automation.

Creating an open-area viewing space adjacent to gathering spots provides the option to watch the game, while still being part of the party.

"If you're looking to have a theater for entertaining reasons and not movie nights, putting the theater area adjacent to the bar allows you to still have an 85-inch TV, but everyone can watch it," says Ken Bowers Jr., vice president of Bowers Construction.

"For a private home theater, the room should be isolated acoustically. A dense wall will absorb low frequencies and separation so sound can't travel. Avoid parallel walls, which make sounds reverberate back and forth," says Blakey. "Lastly, involve a tech company as early as possible to address all these issues."

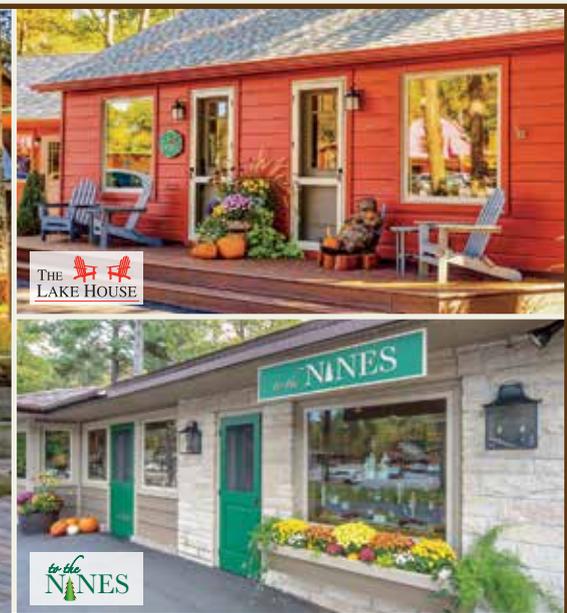
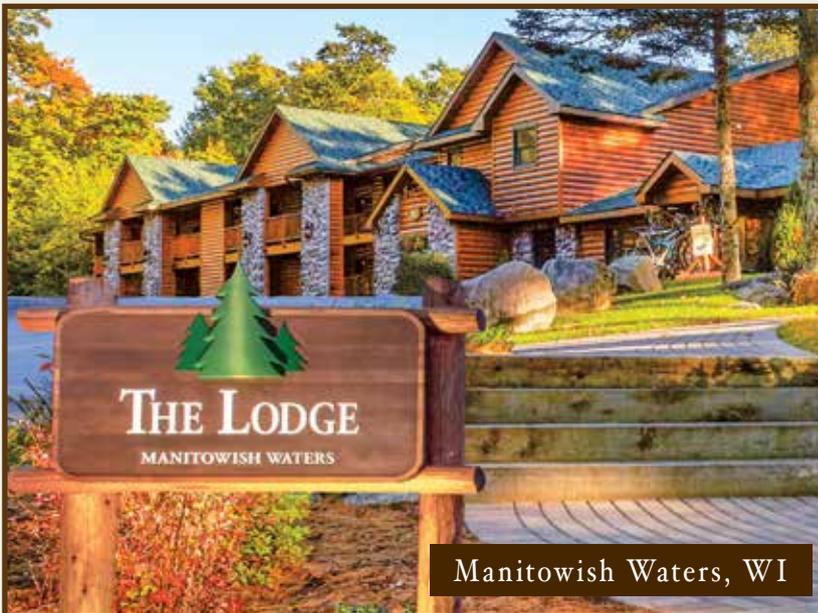
Bowers says, "Understanding how the room will be used is key to a successful home theater. Family size and how often you entertain will impact the room size. If your kids are gamers, you may want multiple viewing screens. Find out the answers to these questions before developing what the room will be used for."

When you start planning your home theater, be sure to establish a budget and expectation for what can be done within that range.

Joe Crary, owner of Crary Construction, cautions against spending too much on a home theater. "Think about the long-term. In three years, you may want to change to room to something different based on lifestyle changes. Avoid the most expensive options."



GETTING AWAY IS CLOSER THAN YOU THINK



EXPLORE | DINE | SHOP | STAY

THE LODGE | LodgeMW.com (715) 543-2024

THE LAKE HOUSE | lakehousemw.com (715) 543-2301 • TO THE NINES | ninesmw.com (715) 543-2699



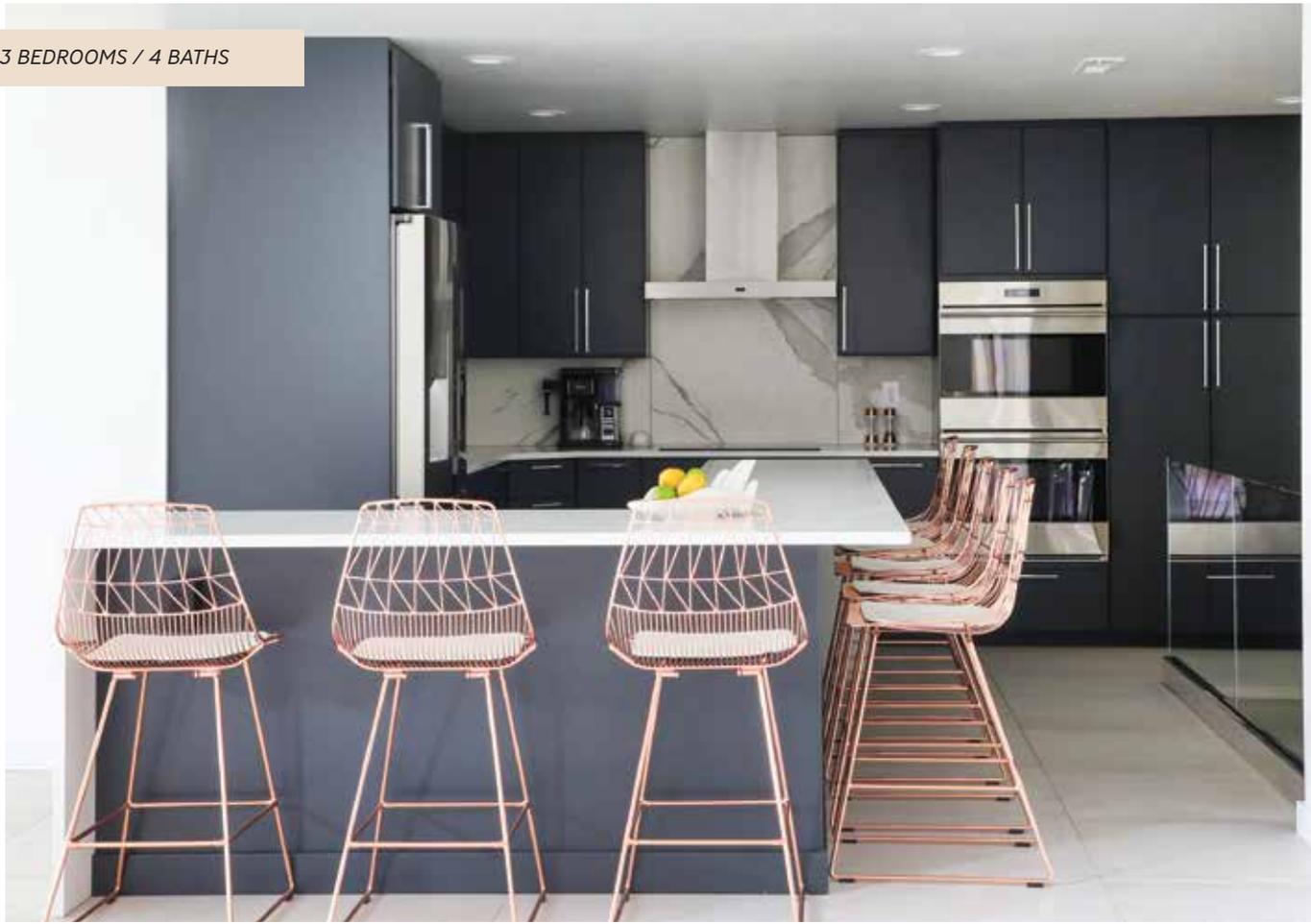
NOIR ON THE NORTHERN SHORE

By Shayna Mace | Photography by Shanna Wolf

An interior designer's dream home features
a love of West Coast style
and many design surprises along the way.



Stephanie Mader's affinity of West Coast style shines in her living room (*left*) and lower level (*this page*). With plenty of acrylic and glass accents, pops of gold and silver, and minimalist, yet comfortable furnishings—it's like the family is on vacation every day. In the family's lower level, expansive multi-slide glass doors by Marvin let the outside in.



(Above) The kitchen's monochromatic color scheme is broken up by dazzling copper counter-height chairs. A glass half-wall separates the kitchen from the staircase. (Bottom) Mader dubbed her cockatoo prints that hang above her chrome desk in the master bedroom Ginger and Fred (yet another clever Hollywood reference). "I'm not normally a bird person, but I saw them and said, 'those are perfect!'" says Mader.



If there was ever a home that captured the owner's personality, Stephanie Mader's abode on Lake Mendota would be it. Mader, a stylish residential and commercial interior designer, had a hand in every single space in the contemporary, architectural lakefront home that she describes as "modern, with a Hollywood Regency flair." The entire place was designed with fun in mind—from the pool table that takes the place of a dining room table, to the life-size games on the lawn (like chess and Connect Four), and even the putting green on the couple's upper balcony.

"I definitely don't like cookie-cutter," says Mader. "We wanted to bring the fun factor to here."

INTERIOR INSPIRATION

Mader and her family previously lived in Middleton, but always had their sights set on purchasing a Madison lake home eventually—when the right one came along.

"I grew up going to the Northwoods," explains Mader. "So this is something I knew I always wanted to have."

In 2017, the couple spotted a 1950's ranch home on the water and "we looked at it for 10 minutes, and made an offer right away!" says Mader. The family loved the home's footprint and its flat yard—a hot commodity on a lake.

Initially, the couple wanted to tear the home down and build anew—but realized with lake and zoning restrictions, they couldn't accomplish what they wanted to in a new build. So, they tapped friend and architect Steve Shulfer, partner and CEO of Sketchworks Architecture, to draw up new house plans for them with a renovation in mind. They decided to follow the home's footprint, but move a few walls within the first floor and lower level, and also add a second story and garage.

The 18-month renovation had a few hiccups—such as flooding during the August 2018 heavy rains that pushed back construction and landscaping for a bit. But overall, the Maders accomplished exactly what they wanted to in the sleek design.

Walking in, the Maders are treated to a lake view immediately—an intentional design touch. Before, the water vista was blocked by a narrow entryway and now, the all-white aesthetic and open layout on the first floor mean the water is the focal point.

To the right, the functional kitchen has a ten-foot-long, L-shaped island topped with quartz (that can seat 10 people) and accented with sculptural copper chairs. The custom charcoal cabinetry is minimalist in look and offers plenty of storage—especially since Mader continued the cabinetry on an entire side of the wall to replace the old pantry. The Laminam porcelain tile backsplash in the kitchen (and also on the living room wall, see page 36) is a brand-new product from Tennessee-based Crossville, Inc. The thin, veneer-like material is sold in four-by-10-foot sheets—and is much lighter than installing stone on the walls, points out Mader.

Mader actually subtracted the downstairs bedroom from the original floorplan to accommodate a small Nerf gun storage room for her son, a changing room (*top*) and a large full bathroom. The changing room can be accessed from outside and features custom cement tile and Walls Need Love wallpaper. Slick cabinets act as storage for visitors' items. (*Middle*) Instead of a dining room table, Mader placed a pool table in the dining area. (*Bottom*) The downstairs bar offers guests a spot for a drink or snack.





(Top left) With four (!) separate decks, Mader's home is simply made for entertaining.

(Top right) The family's deck oozes style, like in this pair of woven, midcentury chairs, slick fire table and commercial-grade box topiary walls.

(Bottom right, left) The family dubbed the A-frame boathouse (which was original to the property) the Lake Lounge. Inside, the shiplap walls were painted white, new honeycomb tile was installed and comfy furnishings beckon. Mader had the "Noir" neon sign custom-made for the exterior. "It's pure heaven out here," says Mader.





WE'VE GOT PLANS FOR YOUR FUTURE.



OVER 35 YEARS OF WISCONSIN HOME BUILDING EXPERIENCE.



Classic Custom Homes of Waunakee, Inc. has a sound reputation in the construction industry confirmed by over 35 years of Wisconsin home building experience. Our expertise stems from residential and commercial construction, as well as residential and commercial remodeling. The team at Classic Custom Homes of Waunakee bring these talents together to provide our customers with an extraordinary home building experience. Our goal is not to just build a house, but rather to create the unique living environment that you expect. At Classic Custom Homes, your home is not just another job — it's personal. It's about listening and understanding, and then delivering the unsurpassed quality you are worthy of. We bring together the industry's most skilled designers, craftsmen, and suppliers to create the custom home that you deserve.



contactus@cchofwaunakee.com | www.cchofwaunakee.com

608.850.4802





The first floor also features a guest bedroom, full bathroom and living room. Two spacious decks are off of the living room and guest bedroom with glass railings for unobstructed views. Mader especially loves the commercial-grade rectangular topiary walls on the deck that offer privacy from the neighbors—and, bonus—they go along with her black, white and green color theme that's carried throughout the house.

HOLLYWOOD HANGOUT

Downstairs is one of Mader's favorite spots, where they host family gatherings and parties of up to 50 people. A glossy herringbone floor holds court (that's heated) throughout the space, and a jaw-dropping bar with black and white granite countertops, mirrored walls, stainless steel appliances and a special-order Bosch refrigerator with black glass front—offers a cool spot for a refreshment.



Mader's love of Jonathan Adler and Hollywood Regency style is clear down here, with colorful artwork (most of which are California scenes or cool art-house designs), hints of acrylic and even an acoustic wall panel that's covered in real moss.



"This panel lives off of the moisture in the air," says Mader. "I show it to everybody—I love it!"

Mader's love for the unusual, unique and innovative shines in the house, which she frequently references as her dream home.

"What I wanted to accomplish in each room was to have you walk in and feel like there's a surprise in every room," muses Mader. "This house is so 'us' as a family. It's just who we are." 🐘



Mader's love of a good surprise in her room designs is evident in her whimsical, yet expertly designed spaces. (Top left) The living moss wall panel in the lower level not only improves air quality but provides acoustical soundproofing, points out Mader. (Top right) "I love funny sayings," she says, referencing the throw pillow on the bed in the guest room. Lilly Pulitzer wallpaper gives yet another nod to California style. (Middle left) The guest bathroom and her son's bathroom are showroom-worthy spaces with automatic KOHLER toilets, cool tile and dazzling light fixtures. (Middle right) "This is really a kick-ass laundry room," says Mader. With lacquered cabinetry and charming Lilly Pulitzer elephant wallpaper, we'd have to agree. (Bottom) The home is covered in a combination of Shou Sugi Ban siding and commercial metal panels. The former is an ancient Japanese exterior siding technique that preserves wood by charring it with fire. "It's unique to this area," says Mader.

BELLA DŌMICILE

KITCHEN → BATH → LIVING ROOM → ANY ROOM



WHY BELLA FOR YOUR KITCHEN?
—— We make it easy...and seamless. ——

belladomicile.com | 608.271.8241 | 6210 Nesbitt Rd, Fitchburg



easy breezy

With its delicate color palette and modern farmhouse finds, this Lake Waubesa house inspires peaceful feelings among all who visit.

By Shelby Deering | Photography by Shanna Wolf





On any given day, Lisa Baumann's lake home is filled with the sounds of laughing children, happy dogs and friendly gatherings. But then just as easily, the home can turn into a tranquil place where you can hear a pin drop, something that suits her perfectly when she makes solo visits to the lake during the week.

When she's not working as a designer at her primary home in Monroe, Baumann (and her lively family) soak up the lakeside vibes in the 3,500-square-foot modern farmhouse masterpiece on Lake Waubesa in McFarland.

AN AIRY TRANSFORMATION

Baumann hadn't previously owned a lake home, but when her friends purchased a place on Lake Kegonsa, her wheels began to turn.

FEASTING & FUN

Dinners and desserts are a piece of cake to serve in the kitchen and dining area. A sizeable island and built-in bar provide ample room to dish up food, while the subway tile and Restoration Hardware light fixtures lend style.

They continued to turn for a couple years until she found herself drawn to one particular abode.

Built in 2004, the original interiors featured predominantly dark colors and maple woodwork, which didn't resonate with Baumann. But she couldn't get enough of the locale.

"I love the location," she says. "It's easy to get to from Monroe. And I like the proximity to Madison."

With an image in her mind of fun-filled weekends spent with her partner, Curtis, and his children (who bring eight grandchildren in tow), the home was purchased, and renovations began.





Working with a team that included Dana Langreck, a certified kitchen designer at Bella Domicile, they set out to lighten and brighten the interior and exterior of the home, a process that would take nearly a year to complete.

BRAND-NEW LOOK

Langreck explains that Baumann had several goals when beginning the project. She shares, “Lisa wanted to upgrade the materials in the home to a more neutral palette to complement her well-curated furniture and art. She also wanted to modify the living room space for better furniture arrangement options and connection to the kitchen while maximizing views of the lake.”

Baumann envisioned a home that felt clean, fresh and spacious. This was achieved by gutting the entire first floor, replacing nearly every material in the home, swapping the oak trim for white and installing new flooring throughout.

Since she has a skilled eye for design, Baumann was able to make her vision a reality alongside her team. Frequently referring to images gathered on Pinterest, she also called upon her background and experiences when picturing the home.

Langreck says, “Traveling regularly to California and being a designer herself, Lisa has many resources for inspiration.”

DREAMY DÉCOR

Baumann describes the style of the home as “modern farmhouse,” but there’s something about the décor that skews closer to rustic-meets-contemporary rather than farmhouse standards.

“I wanted to keep it balanced between industrial and farmhouse,” she says. “I didn’t want it to get too sweet.”

In this lake home, the decorative objects are beautiful, and yet, they don’t overwhelm the space. Curved silhouettes rest comfortably alongside polished, linear light fixtures, while quiet floral artwork, soft pillows and a mix of real and faux plants punctuate the interior.

The neutral hues allow the decorative elements to shine, but there was another reason for the subtle palette.

“I didn’t want a lot of color and detail in the interior taking away from the lake view,” Baumann says.

ELEGANT AESTHETICS

It’s all about artful visuals in this home. In the powder room, a pedestal sink was removed in lieu of a long vanity. The living room features a television set built into a shiplap wall and framed with a sleek, modern fireplace.





This home is certainly big on style, but many of the decorative pieces carry small price tags. Baumann purchased several of the items online and frequented local design destinations as well. She counts HomeGoods as a favorite, visiting the store a few times a week as she gathered décor.

She also enjoys Brown & Beam in Madison for items that achieve “an industrial look that’s not too formal-looking.” Online, Baumann often headed to Wayfair to track down several chic furniture pieces displayed in the home.

Swathed in whisper-soft colors and lovingly-chosen décor objects, one can’t help but feel at peace in this lake home, even when it’s bustling with friends and family.

“There’s just a different kind of speed here,” Baumann says. “There’s a calming and peaceful nature here. Sitting and watching the world go by—the birds, the fish, the boats—is really wonderful.” 🐾

Shelby Deering is a lifestyle writer from Madison, contributing to regional and national publications like At The Lake and Country Living.

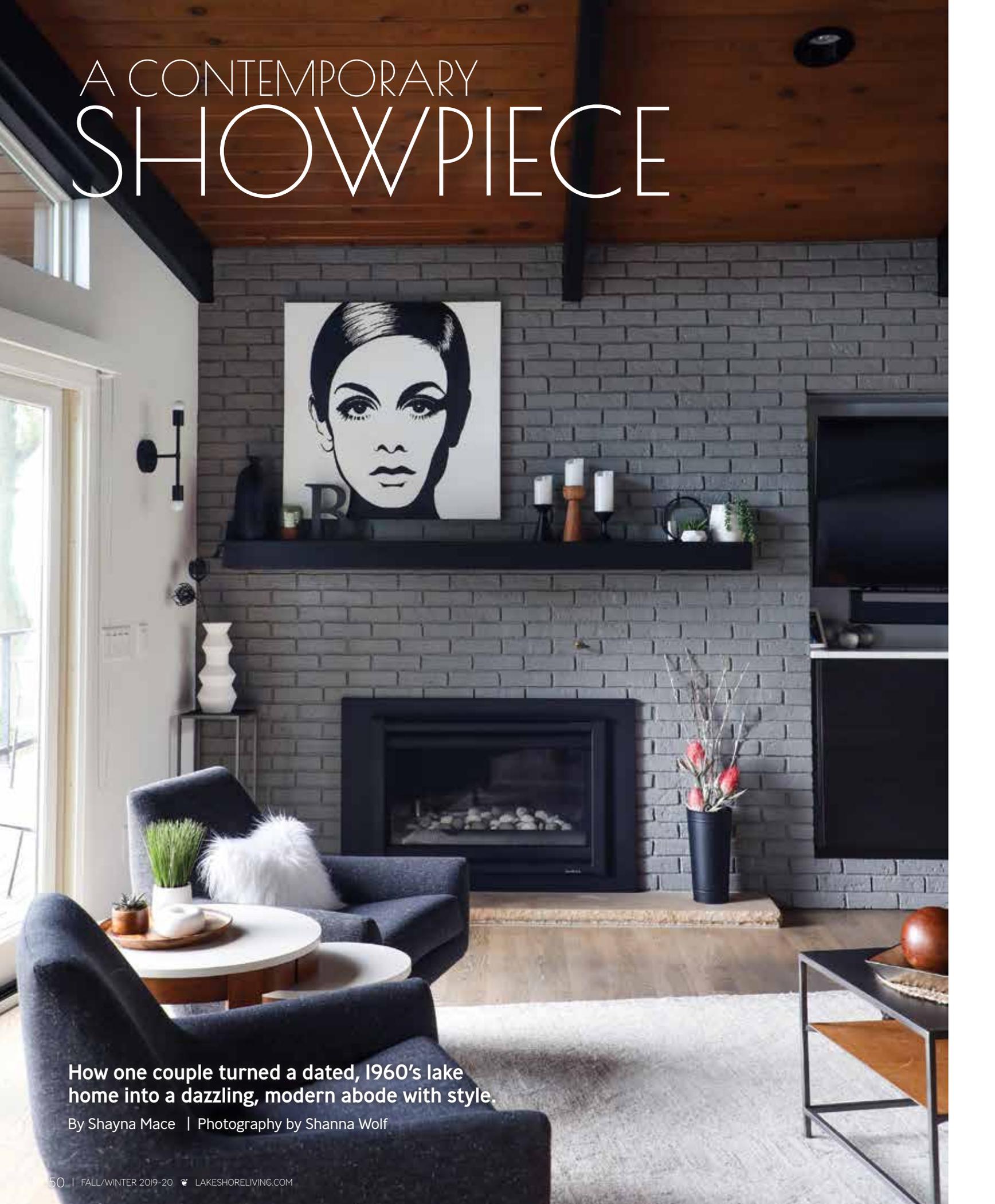


OFF TO DREAMLAND

Even though this is a lake home, all the comforts of a primary dwelling are here. Readied with soft textiles and cozy touches, the master bedroom and guest bedroom are completed with items Lisa discovered online, like the CB2 four-poster bed and bedside lamp from Restoration Hardware.



A CONTEMPORARY SHOWPIECE



How one couple turned a dated, 1960's lake home into a dazzling, modern abode with style.

By Shayna Mace | Photography by Shanna Wolf

Although Ashley Bruckner admits her taste is minimalist, she had to have the Twiggy painting that sits on the mantle. The Room & Board furnishings mix in textures of woven fabrics and leather, and furry throw pillows add in a bit of softness. The couple replaced the entire deck that covers the length of the back of the home with Trex, a weatherproof, synthetic material. Since Ashley's a gardener, containers filled with colorful tropical plants (like elephant ears and SunPatiens) line the deck.





As seasoned house-flippers and real estate owners, Ashley and Luke Bruckner know a good house when they see it. The Madison couple had been living in the Westmorland neighborhood on the near west side of Madison but always kept an eye out for just the right lake home. It helped that Luke is a realtor—so he was able to stay abreast of the market.

When they spotted a property in 2016 on Lake Waubesa in McFarland, Luke knew the right house had come along. However, the couple agreed the dated floor plan would need to be addressed—as did the landscaping in the back of the house that was choked with trees—that blocked the lake view entirely.

The couple consulted with an engineer friend to plot out the home’s renovation.

“I wanted this house to be unique, because everything had to be a certain way with the staircase where it was,” explains Ashley. “I’ve always liked modern [style], and with the

beams where they were in the main [living] room, we just embraced that and brought up [the whole home] to a modern standard.”

The couple tackled much of the work on the 1962 house themselves, as well as hired friends and trusted contractors they work with on their house flips. In all, the renovation took two years, on and off.



MODERN MARVEL

Now, the entertaining-friendly home has everything the couple and their two Boston Terriers, Hank and Roy, need—including a killer lake view and sunsets every day.

Walking into the home, the main living area, kitchen and dining room are all in one—and the pitched ceiling with exposed beams—although already there—perfectly fit Ashley’s midcentury modern aesthetic. All the couple had to do was paint the beams black and leave the ceiling its

Continued on page 56

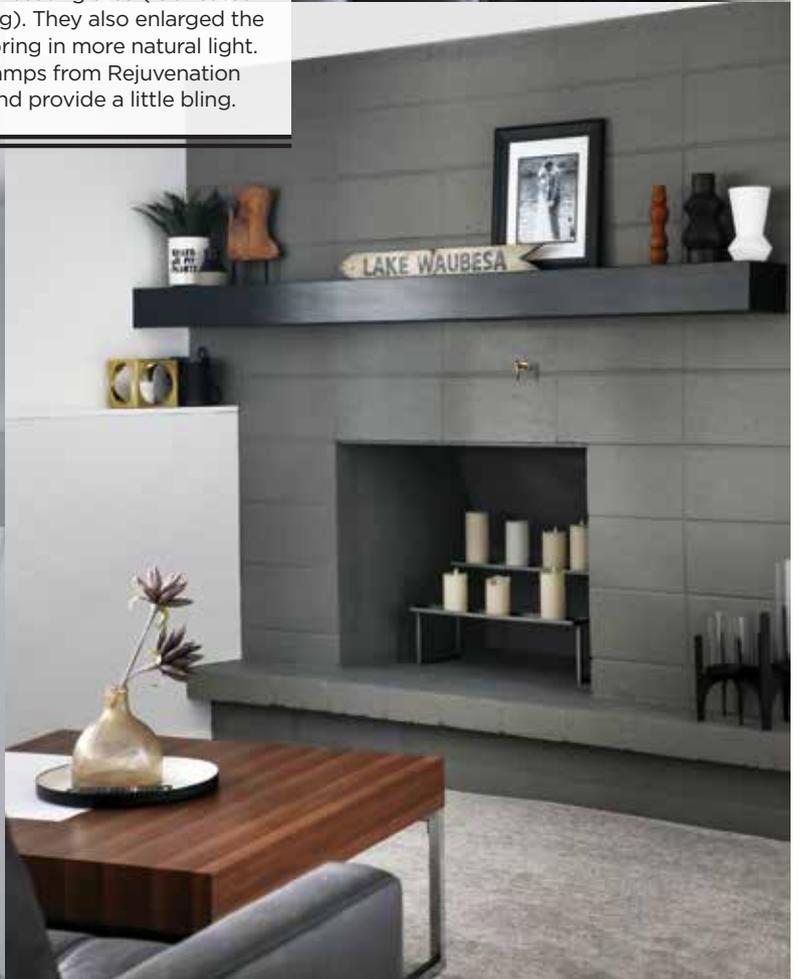


(Top) The couple had to work around concrete footings in the lower level, so they built in a cool sleeping area for their nieces and nephews to make use of the space. (Bottom right) The sunny guest bedroom has a lake view and access to the deck. Their love of Boston Terriers is showcased on a cute throw pillow on the bed. (Bottom left) In the lower-level guest bathroom, Ashley found the “tiniest” sink to squeeze into the narrow space she could for amazingly, under \$100 on Amazon.





Even though the Bruckners didn't change much of the lower level's floor plan, they still made some improvements, like installing black IKEA cabinetry, a wet bar and a waterfall seating area (fabricated by Luxi Stone in Fitchburg). They also enlarged the lower level windows to bring in more natural light. Retro globe pendant lamps from Rejuvenation round out the space and provide a little bling.





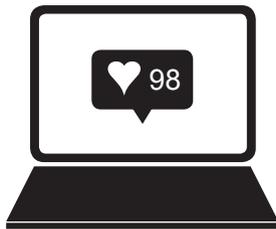
LAURIE DRISCOLL INTERIORS, INC.

Over 30 years of Interior Design Excellence.



LAURIE DRISCOLL LODHOLZ, ASID, WRID | LAURIE@LDINTERIORS.NET | LDINTERIORS.NET

CHECK US OUT ONLINE
AND GET SOCIAL WITH US!
lakeshoreliving.com



@lakeshorelivingmag

@lakeshorelivingmag

PLEASE VISIT OUR
DIGITAL PARTNERS



chalmersjewelers.com

(Top) To tie in their midcentury modern theme, the Bruckners painted the home's exterior an inky black. The plants throughout the yard showcase Ashley's love of tropical species. (Below) The couple's Boston Terriers, Roy, Hank and Earl (shown left to right) were featured in Lakeshore Living's fall/winter 2017 issue in our "Lake Dogs" feature. Earl passed away recently—rest in peace, sweet boy.



existing warm wood color for contrast. One entire wall is exposed brick, which the couple also opted to leave—although they painted it gray—and replaced the old fireplace with a minimalist gas one. Ashley also had a smaller wall adjacent to the front door covered with Ipe wood—a hardy Brazilian species that marries into the neutral color scheme flawlessly.

The largest change on the main level was relocating the kitchen from the front wall of the home (that has a street view) to the side and adding in an island, so now the couple can cook and socialize—while still catching water views. They also added a clever eight-foot-long bar-top table and seating area alongside the staircase that looks directly out to the water. They frequently eat dinner here or guests can hang out and sip their drinks.

With the kitchen relocated, the Bruckners were able to install huge sliding glass doors that lead out to a quaint deck area in front of the house where Luke can grill and they can eat outside.

The couple also carved out other smart space hacks on the first level, like tucking in the washer

and dryer in a front hallway along with a handy dog-washing station. The master bedroom and bath and two guest bedrooms and full bath sit in the same footprint as before—albeit stylishly updated with sleek, modern décor.

In the lower level is another hangout area with wet bar, ice machine, wine fridge and cabinetry that was added by the couple. The quartz waterfall island and seating area is also a stunning update to the room. Also downstairs is a cool workout room plus kicky sleeping area for the Bruckner's nieces and nephews when they visit.



Although the house was a lot of work and the couple encountered some bumps in the road along the way (like replacing rotted siding on one side of the house), they are both in love with the finished product.

“We get the sunsets, and I think that’s both of our favorite parts of this home,” says Luke. “We both like sitting out here and having a drink at night and watching the sun go down. And obviously, the lake view is incredible.” 🐾

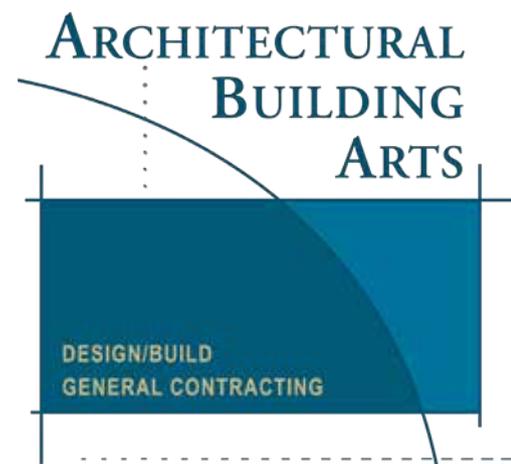
DESIGN. BUILD. LIVE.



*...because your home should be as **spectacular** as your view*

Celebrating 30 Years of Award-Winning
Creative Transformations

720 Hill St, Madison WI - 608.233.2106 - designbuildmadison.com





STUNNING VISTAS

Spacious lake views are readily available from Fred and Katie Cromer's main living area, thanks to a wealth of glass.



EASY LIVING *On The Lake*

A comfortable Lake Wisconsin home becomes
a gathering spot for far-flung family.

By Melanie Radzicki McManus
Photography by Eric Tadsen, Tadsen Photography

3,800 SQUARE FEET / 6 BEDROOMS / 5.5 BATHS



Fred and Katie Cromer never intended to purchase a lake home. Not that the two didn't enjoy being on the water. The couple both grew up in Evanston, Ill., and regularly vacationed in Lake Geneva with their families. Still, they had no plans to purchase a lakeside vacation home until they spotted one for sale in 2015.

It was a 1970's-era ranch home on Lake Wisconsin's Okee Bay, and it featured 100 feet of lake frontage—twice the norm. But more importantly, it sat in between homes owned by Fred's father and his sister and brother-in-law. The chance to be this close to family was priceless, especially since Fred's job with Bombardier Inc. required the family to relocate a few times over the years. In fact, when the couple purchased the home, they were primarily living in Los Angeles, although Fred had recently taken a position with Bombardier that was based in Montreal. A second home in the Midwest would make a convenient meeting spot for the family.

The Cromers tapped Vive Home Transformations to remodel the 2,265-square-foot ranch house into a welcoming place that would be able to sleep plenty of people. While their three daughters—Lauren, Caroline and Allie—are grown, the Cromers enjoy entertaining and wanted their kids to be able to visit with friends in tow. After checking into the cost of renovating the existing structure of the original ranch home, the estimates came in over what the Cromers and Vive had expected.

SENSE OF PLACE

The Cromers intentionally created their main living space to be television-free. This allows them to enjoy the peacefulness of the lake. Above the fireplace, where a TV might have been placed, is a framed map of Lake Wisconsin that Katie gave Fred for Christmas. "Everyone who comes here comments on it," she says.



A VACATION EVERY DAY

(Above) Dual-operation sliding doors afford easy in-out access to the home's spacious back deck. (Bottom left) Fred's research led him to select this gas Frigidaire cooktop, which the couple frequently uses. "We entertain a ton," says Katie. (Bottom right) Amanda Funk of Niapa Building Planners picked out this eye-catching vintage sink for the upstairs bathroom. Katie says it's a fun piece, and she envisions it being a hit with any future grandchildren.



So Joel Geissbuhler, project development manager for Vive, says that after discussion and collaboration with the Cromers and Vive's associates, everyone agreed it would be easier, and actually less expensive, to tear down the house to its foundation and rebuild from there.

Once that decision was made, things proceeded much more smoothly. And by the summer of 2017, the Cromers had their new lake home: a 3,800-square-foot abode that was homey and intimate, yet could sleep 17.

The focal point of the home's main living area is, of course, the lake. It spills into the combined great room/kitchen/dining room through a wall of glass. "They have two sets of dual-operation sliding doors, plus large transom windows above that, that let in about 228 square feet of natural light," says Geissbuhler.

To enhance the light and lake views, the interior of the main living area is clean and white, with a shiplap ceiling and maple kitchen cabinetry painted with a white icing finish. Warmth comes from the mocha-toned luxury vinyl flooring and the local, reclaimed barn wood used in the great room's stone fireplace mantle and open shelving. Soothing lake tones are reflected inside via a sky blue couch and numerous blue glass accents.

Yet if this palette sounds a bit cliché for a lake home, the effect is not at all that of a cottage or beach house. Katie wanted to create an industrial farmhouse look, which mixes modern metals with rustic woods. And she achieved that with the help



AIRY LIVING

(Top) The master bedroom incorporates favorite pieces from the couple's years together, such as a robin's egg blue armoire, which gives off a coastal vibe reflective of their years in Houston and Los Angeles. (Far left) A spacious guest room sits in the area once occupied by the original home's garage. (Left) The three Cromer daughters share this room above the garage, which features a fourth bed to accommodate more guests.

of Amanda Funk, head of Niapa Building Planners, and Carrie Simpson of Vault Interiors & Design.

With Katie many states away, the women often communicated ideas through Pinterest, creating boards for each room in the house. "Joel told me that at one point, he had to block me because all of my pinning was setting off his phone all night long," Katie laughs. But the strategy worked well.

Simpson was able to locate metal chairs that worked perfectly with the kitchen island, and metal-framed beds for the Cromer daughters' room, created in a lofted



Non Invasive Treatments that boost your Confidence

Restylane Refyne as low as \$450

Perfect for airbrushing away fine lines and wrinkles around the mouth. Refresh your look for summer!

OFFER EXPIRES 10/31/19

BioTE

Hormone Pellet Therapy

\$250 Consultation and Initial labs Included!

Your symptoms of exhaustion, anxiety, weight gain, joint pain, and hot flashes can be a sign of testosterone and other hormonal imbalances! Find out if your numbers are low today!

OFFER EXPIRES 10/31/19

BodyFX Fat Melting

Better than Coolsculpting!

\$250 Per Area

Melt away troubled areas on your body while tightening skin! Call for a free evaluation today!

OFFER EXPIRES 10/31/19

2981 Yarmouth Greenway Dr., Fitchburg, WI 53711
608.661.0000 | lastingskinsolutions.com



FUN FAMILY TIMES

(Above) The home's lower level is set for entertaining, with a bar, pool table and television. Two more bedrooms and bathrooms are located here, too. (Above right) The wet bar area offers another space to gather. (Top) A deck sprawls along the home's backside, making it easy to enjoy lake views al fresco.

area above the garage. "The metal makes the beds very light in visual presence," says Simpson, "which is valuable because there are four beds in there."

Katie, in turn, scoped out most of the home's unique light fixtures, many of which she found on Pinterest. The Cromers also incorporated items from their previous homes into their

new Wisconsin digs, such as the massive pine dining room table, a sentimental family favorite from their years in Houston.

With the home largely finished except for some wall décor, the Cromers' next project is a rebuild of the property's old boathouse, plus a new look for the landscaping.

"I'm just so happy with the outcome of this project," Katie says. In fact, once Fred retires, Katie says she can envision making this spot their home for half of the year.

"I never imagined how much we'd enjoy being here in rural Wisconsin," she says. "It's just so pretty and relaxing." Just like their beautiful, new home. 🍷

Melanie Radzicki McManus is a freelance writer who was instrumental in the design and construction of her last two homes.



MIDWEST kids
expos



LAKE GENEVA

JANUARY 4

Badger
High School

MILWAUKEE

FEBRUARY

8-9

Wisconsin State
Fair Park

CHICAGO

FEBRUARY

22-23

Arlington Park

MADISON

MARCH

7-8

Alliant Energy
Center



MidwestKidsExpos.com



BEING CAMPY Taken in July 1875, this image shows the Chicago Traveling Club encamped at McBride's Point at Maple Bluff on Lake Mendota. The club appears to have taken other camping trips throughout the state in the late 1870s, based on the Wisconsin Historical Society's image archives—like to Twin Lakes in Kenosha County.

IMAGE COURTESY OF WISCONSIN HISTORICAL SOCIETY (IMAGE ID 27198)



BRING THE OUTDOORS IN

At Marvin, we don't just design inspired windows and doors, we help create homes that inspire healthier, happier lives. Discover the difference Marvin can make at marvin.com.

Brunsell Lumber & Millwork
4611 W Beltline Hwy.
Madison
608-275-7171
Brunsell.DiscoverMarvin.com

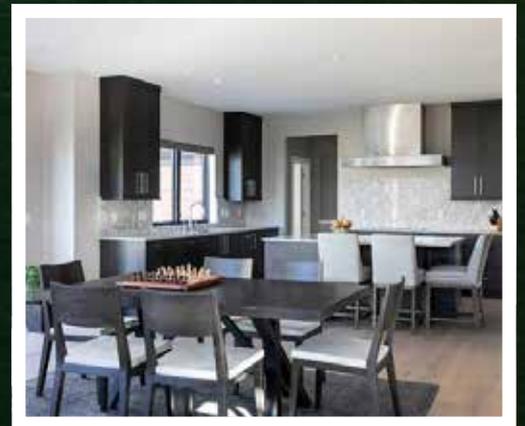
Window Design Center
6524 Seybold Rd.
Madison
3700 Hillside Dr.
Delafield
608-271-8002
WindowCenter.DiscoverMarvin.com



©2019 Marvin Lumber and Cedar Co., LLC.
®Registered trademark of Marvin Lumber and Cedar Co., LLC.



EXCEEDING EXPECTATIONS



www.denoblebuilders.com

608.831.4422

Like us on Facebook 

