



Home Business BedBrock Developers respond to changing luxury home trends

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PV New Home Center (submitted photo)

The custom home building industry has experienced a significant shift in interior design style in the past two years. “Out with the old and in with the new” – modern that is.

BedBrock Developers, a renowned Paradise Valley luxury custom home builder for the past 21 years, has embraced the trend and is currently building 10 modern luxury custom homes in Paradise Valley including Kachina Estates, an enclave of four homes on the former Kachina Country Day School site designed by local architecture firm, Drewett Works and represented by The Reeves Group.

In keeping with the changing trends, the PV Design Center, a BedBrock Developers showcase on Lincoln Drive featuring the “best of the best” in the home building industry, is undergoing an update as well as a name change to reflect current design trends with a focus on state-of-the-art modern kitchens, according to a press release.

The PV New Home Center will feature the latest in kitchen appliances, cabinetry, counter tops, flooring and food prepared right in the kitchen.

A selection of the most current SubZero Wolf appliances will be showcased in realistic kitchen vignettes featuring cabinetry by Reliance Custom Cabinets, Ceasarstone countertops fabricated by Artstone, lighting by Valley Light Gallery, plumbing fixtures by Central Arizona Supply and flooring by Villagio, installed by Inex Creative Floors and all designed by renowned local design firm, Est Est Design Studio.

Additionally, visitors to the PV New Home Center will have access to the services of an Est Est Design Studio on-site designer, the release stated.

“We are excited to present the latest trends and designs for our custom homes in Paradise Valley and Scottsdale,” stated Rich Brock, owner of BedBrock Developers, in the release. “It’s been enjoyable to ‘go back to modern’, back to the 1950s to build today’s timeless homes. Our modern homes have an organic feel in

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the design and finish materials and we embrace it with the same attention to detail and quality that we are known for. In many respects, modern design exemplifies true desert living at its finest."

A celebration of the newly named and updated PV New Home Center will take place 4-7p.m. on Thursday, March 3, with cooking demonstrations and food samplings by Chef Michael Cairns of The Montelucia and Chef Tony Rea of Creations in Cuisine Catering and Pasta Rea.

Regular hours for The PV New Home Center beginning Monday, March 7, will be 9 a.m.-5 p.m. Monday thru Friday and by appointment on Saturdays.

Visit www.pvnewhomecenter.com or call 602-955-1881 for information.

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