



## Fact Sheet

### OVERVIEW:

The America at Home Study Concept Home: Barnaby was born out of the behavior and perspective changes Americans experienced at home during the first year of the COVID-19 pandemic, and stories shared by almost 7,000 Americans. It is believed to be the first home intentionally designed in response to the radical changes spurred by the pandemic.

Created by three women leaders in the homebuilding industry who founded the America at Home Study and homebuilder Garman Homes, the home is intended to inspire new ways builders and architects can think about designing homes in the post-pandemic world.

### THE HOME:

A 2,600-square-foot, two-story home with 4 bedrooms, 3.5 baths, and 2 innovative home office spaces that sits on a 45-foot alley-loaded lot

Rather than focus on features, the home is built around people. It is designed for a hypothetical older Millennial family where one parent works from home and the other works outside the home.

It's meant to flex, accommodate, delight, inspire and support real life in a world that's changed dramatically, and to realize the full potential of the spaces in the home, even as needs for those spaces change.

### LOCATION:

[Chatham Park](#)

28 Edgefield St., Pittsboro, N.C. 27312

### THE TEAM:

- [Garman Homes](#) (builder)
- [Dahlin Group Architecture Planning](#) (architect and America at Home Study co-founder)
- [Tst Ink.](#) (America at Home Study founder)
- [Strategic Solutions Alliance](#) (America at Home Study co-founder)
- [Cecilian Partners](#) (digital customer experience)

### INTERVIEWS:

- Alaina Money-Garman, CEO and co-founder of Garman Homes
- Nancy Keenan, president and CEO of Dahlin Group Architecture Planning
- Teri Slavik-Tsuyuki, principal and founder, Tst Ink.
- John Cecilian Jr., CEO and co-founder, Cecilian Partners

### THE STORY

#### BEHIND THE NAME:

"Barnaby" was a 12-year-old rescued blue Standard Poodle who lived with and inspired study founder Teri Slavik-Tsuyuki to bring the insights to life by building a concept home. Sadly, he passed away at the height of COVID. Garman Homes named the concept home "Barnaby" to honor his inspiration and the important role pets played for people during the pandemic. The home's exterior grey color matches Barnaby's coat, and the bright red front door is the color of his collar.



## DESIGN FEATURES & SUPPORTING STUDY DATA:

### **Homeowner's entry with laundry and secondary refrigerator**

“Disinfecting things more” was the top behavior change in the home because of COVID, and 81% of people said they expect to continue this behavior once COVID has ended. The secondary refrigerator, with direct access to the backyard so guests are not required to enter the main home and kitchen, was inspired by 73% who said they plan to continue to use their backyard to entertain family and friends post-COVID.

### **Guest entry with vestibule and doors that open onto the front porch**

Home = “a safe place” for 91% of respondents in Wave 1 (April) and 89% in Wave 2 (October). The guest entry provides a new way to engage and welcome guests safely through a glass pocket door into an oversized vestibule, cuing them with places to take off shoes and leave other things from outside the home before entering. It also provides a safe way to visually engage with and welcome grocery, food, and online delivery providers.

### **Kitchen's orientation of island and attached eating area**

“A better equipped kitchen for cooking” was a top area in the home missing that 52% of all consumers wanted and were willing to pay for in their next home – 61% of Millennials and 58% of Gen X respondents wanted this feature. The kitchen sink and island were turned into the main area of the home for better visibility, and the attached eating area with child-height cubbies was inspired by the need for this space to function for multiple purposes, and for children to take on a more active role in family meals. The kitchen backsplash was made of a continuous single-surface germ-resistant quartz vs. tile and grout, desired by 55% of respondents, and the fixtures are touch free, desired by 48% of respondents.

### **Two office spaces, neither of which is a bedroom, one on each level**

58% of Millennial and 51% of Gen X respondents cited “better home office or studio” as space missing in their current home that they desire and would pay for. 51% of Millennials and 43% of Gen Xers said they wanted “home office spaces for more than one person,” and fully two-thirds of these two generations were frustrated by “using rooms for combined purposes.” Many cited noise levels as detriments to working and schooling from home, motivating the designers to create dedicated, right-sized office spaces on both levels without encroaching on bedrooms.

### **Family bath with shower; big tub/sink, cabinets at different heights**

“Emotional health” was the most important area of wellness to 83% of respondents, followed by 80% who cited “mental health.” These were the areas of biggest gaps between importance and level of achievement for Millennial respondents balancing work, school, and parenting. An over-sized family bath was designed to allow everyone who needs to help in taking care of children to have the space to do so, and be “so cool” with an over-sized tub, retro trough sink, and child-height storage for the kids, leaving the parents’ bath free of toys and ready to decompress and relax. It was further inspired by real life with COVID stories from members of the design team with young children.



#### **Flexibility of spaces in secondary bedrooms not determined by closet placement**

Using rooms for multiple purposes that can change over time was cited by 66% of Millennials and 65% of Gen Xers as behavior they expect to last. 53% of Millennials and 58% of Gen Xers said they expect to continue sharing bedrooms to accommodate more people living together. The design team reacted to this by eliminating the limitations on bedroom layout imposed when one wall is given up to strip closets, and demonstrating how built-ins can be added or removed to create flexible and changing uses.

#### **Flexible small space in garage for home fitness**

Creating an additional space for a home gym was the number two change made in the garage, and one that 74% of all respondents say they expect to continue once COVID has ended.

#### **MILESTONES:**

- April 23-30, 2020: America at Home Study Wave 1 (3,001 surveyed)
- Sept. 24 – Nov. 6, 2020: America at Home Study Wave 2 (3,935 surveyed)
- April 13: Construction starts on America at Home Study Concept Home
- July 6: America at Home Study Concept Home completed (60-day build!)
- July 13: America at Home Study Concept Home grand opens

#### **AWARDS:**

- 2021 Gold Nugget Grand Award winner for Best Flexible Floor Plan
- 2020 Bay Area Sales & Marketing Council MAME Award for Best Virtual Special Event, America at Home Study Concept Home Virtual Design Charrette

#### **DIGITAL EXPERIENCE:**

The virtual concept home is an interactive modern digital customer experience designed to give future residents a way to see and explore the home and community online. The digital 3D model of the home showcases multiple design configurations that will allow future residents to explore the home from any device. It will also provide real-time feedback into the areas of the home most important to consumers.

#### **WEBSITE:**

<https://concepthome.garmanhomes.com/>

#### **MEDIA INQUIRIES:**

Katy Biggerstaff, NewGround PR & Media  
562.761.6338 / [kbiggerstaff@newgroundco.com](mailto:kbiggerstaff@newgroundco.com)

#### **SOCIAL MEDIA:**

[Facebook](#)  
[Instagram](#)  
[YouTube](#)

#### **MEDIA ASSETS:**

[Link to downloadable media assets](#)

Assets are courtesy of Dahlin Group Architecture Planning and Garman Homes