

**HOUSE BEAUTIFUL MAGAZINE'S 2019  
WHOLE HOME CONCEPT HOUSE ANNOUNCED FOR NASHVILLE  
Castle Homes to Partner on a Show House Devoted to  
Wellness and Better Living Through Design**

**Online Media Room: Download high res images/b-roll/news release**  
<https://www.castlehomes.com/HBConceptHouse/>

**(Nashville, TN) January 31, 2019**—*House Beautiful* magazine today announced its second annual Whole Home Concept House will be built in Nashville in partnership with Castle Homes. This show house will be devoted to designs and ideas to create a home that promotes wellness and better living. Wellness Within Your Walls, which promotes health and sustainability in home design, will also participate in the project. The home is being built in Belle Meade, open for tour to the public in October and will be featured in the November issue and online.

“At House Beautiful we believe your home should be a refuge that helps you recharge and unplug from your busy external lives—and that if you design it well, you will live well. This year, we will work with designers to get their “design prescription” for making homes happier, healthier, and smarter...and as always, beautiful. This house will illustrate these concepts through layout, product, and inspiration, each providing actionable ideas that readers and visitors can implement in their own homes.” Carisha Swanson, Director, House Beautiful Whole Home Concept House

According to Joanna Saltz, Editorial Director of House Beautiful, “We know that thoughtful decisions about your home can lead to a happier, healthier life. It’s so important for us to tell the story of this incredible project across every platform—the amazing transformations, the detailed installations, the anecdotes from design experts. Those are the details that make the Whole Home Concept House a resource for wellness-inspired design solutions.”

“It is a strong economic indicator and reflection of the Nashville housing market that House Beautiful magazine wants to partner on a home of this caliber. With our years of experience in producing nationally recognized home projects, we are excited to expand into this Whole Home Concept House. In addition to being pioneers of the guaranteed custom home build price, we also embrace progressive and new ways in which to build from low-maintenance to quality of living which Wellness Within Your Walls affords,” said Alan Looney, president, Castle Homes

The almost 6,000 square foot home, will be in the English Arts and Crafts style and sit on a pretty ¾ acre home site. This will be a design-build project for Castle Homes who collaborated with architect Kevin Coffey, C. Kevin Coffey Dwellings and Design. The team was inspired by early 20<sup>th</sup> century architect C. F. A. Voysey, who embraced the simplicity of the Arts and Crafts movement.

This is the second year House Beautiful has produced the Whole Home Concept House. The inaugural house in Atlanta, in 2018, showcased concepts of living more fully and happily throughout.

Matthew Quinn of Design Galleria Kitchen and Bath Studio was the kitchen and bath designer of the first edition and will once again design these rooms in 2019. “In the 2018 Whole Home Concept House, we introduced new design concepts, spaces and products focused on celebrating healthier and happier cooking and living. Every decision in the home, large and small, was made with the goal of wellness of body, mind and family.” said Quinn. “In my personal brand of kitchen and bath design I always consider how the space functions best and how we can incorporate products and innovations that ease and simplify everyday life. It is a thrill and an honor to again create a new Whole Home Concept House with *House Beautiful* in the next Atlanta of the South, Nashville, and in the company of this accomplished group of professionals and dedicated top-tier sponsors.”

New for 2019 is the partnership with Wellness Within Your Walls, an education and advocacy organization which supports reducing toxins in interior environments. They offer a large range of educational opportunities focusing on learning how to make responsible decisions before, during and after the design and build process.

“We are honored to partner with House Beautiful, Castle Homes, and Design Galleria Kitchen and Bath Studio in the design/build of the Whole Home Concept House,” said Jillian Pritchard Cooke, founder of Wellness Within Your Walls. “Our goal is to create a legacy of health and wellness by applying the WWYW protocols of The Healthy Living System™ to the living environment. The Whole Home Concept House will be a national model for the consumer to use as a template to explore and maintain a non-toxic interior and a wellness laboratory for the latest in healthy and sustainable products.”

The Whole Home Concept House will feature sponsors and advertisers from House Beautiful. Confirmed sponsors to date include Signature Kitchen Suite

appliances; Circa Lighting; Caesarstone; Architectural Grille; Rocky Mountain Hardware; and Stressless furniture.

The House Beautiful Whole Home Concept House will be open to the public from Friday, October 18<sup>th</sup> through November 3<sup>rd</sup>, and proceeds will benefit the Nashville Symphony.

According to Alan Valentine, President/CEO, Nashville Symphony, “The first Nashville Symphony show house project proved an overwhelming success, and we are excited to be embarking on another unique initiative that will support all of the Symphony’s ongoing work throughout Middle Tennessee. I am proud to call Castle Homes and House Beautiful partners in our efforts to enrich and inspire individuals throughout the community.”

For more information and updates please visit:  
<http://housebeautiful.com/wholehome2019announcement>

**House Beautiful** ([www.housebeautiful.com](http://www.housebeautiful.com)) is the trusted authority on home design, with an audience of more than 10 million (MPA November 2018). Since 1896, *House Beautiful* has inspired readers to believe that a beautiful life begins at home. With alluring photography, candid conversations with top designers and original decorating ideas, *House Beautiful* invites readers to dream *and* do. Follow @housebeautiful on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#). With 25 titles in the U.S., Hearst is the largest publisher of monthly magazines with a total paid circulation of over 36 million (AAM 1H 2017). Hearst Magazines’ print and digital assets reach nearly 137 million readers and site visitors each month—more than two-thirds of all women and millennial women in the country (source: 2017 comScore Multi-Platform/MRI 09-17/S17). Hearst Digital Media has 143 million followers across social.

**About Castle Homes:** Celebrating 25 years of building excellence, Castle Homes first launched the Nashville Symphony Show House in 2015, a Contemporary Folk style home. The team previously earned the coveted 2012 Southern Living Custom Builder of the Year for exceptional home building. As a top Nashville based design-build company, Castle Homes pioneered producing impeccable custom homes with a guaranteed price. Using super attention-to-detail, green building and proven craftsmanship, the talented staff includes construction degree project managers and an experienced interior design staff who created a stunning spectrum of homes through out the Middle Tennessee area from low-maintenance farmhouses in Leiper’s Fork to historically inspired English Country style homes. For more information, [www.CastleHomes.com](http://www.CastleHomes.com).

**About Wellness Within Your Walls:** Wellness Within Your Walls certifies people, places, products and programs globally through education and health and wellness protocols. WWYW’s 10-step holistic approach, known as The Healthy Living System®, results in a legacy of health, harmony and sustainability in the interior environment.

**About Design Galleria Kitchen and Bath Studio:** Atlanta based Design Galleria Kitchen and Bath Studio is led by Principal and leading expert in kitchen, bath, and product design, Matthew

Quinn. The innovative industry leader for 40 years, synonymous with timeless design, unparalleled craftsmanship, and commitment to excellence, Design Galleria Kitchen and Bath Studio has created and installed award-winning projects and memorable living spaces throughout the world. Inspired by his clients — their environments, lifestyles and desires — Matthew and his team of accomplished professionals collaborates with them to design the perfect fit for the way they live every day. Matthew's second book, *Quintessential Kitchens and Spaces: Volume Two*, will be released in September 2019 along with the grand opening of Design Galleria Kitchen and Bath Studio's Nashville showroom at the highly anticipated Nashville Design Collective.

**About Nashville Symphony:** The GRAMMY® Award-winning Nashville Symphony has earned an international reputation for its innovative programming and its commitment to performing, recording and commissioning works by America's leading composers. The Nashville Symphony has released 29 recordings on Naxos, which have received 24 GRAMMY® nominations and 13 GRAMMY® Awards, making it one of the most active recording orchestras in the country. The orchestra has also released recordings on Decca, Deutsche Grammophon and New West Records, among other labels. With more than 140 performances annually, the orchestra offers a broad range of classical, pops and jazz, and children's concerts, while its extensive education and community engagement programs reach 60,000 children and adults each year.

**MEDIA CONTACTS:**

***House Beautiful:***

Carrie Carlson | [carriecarlson@hearst.com](mailto:carriecarlson@hearst.com) | 212-649-2617

Gabriel Ford | [gford@hearst.com](mailto:gford@hearst.com) | 212-649-2597

**Castle Homes:**

Nancy McNulty

[Nancy@foresthomemedia.com](mailto:Nancy@foresthomemedia.com)

615-582-0554