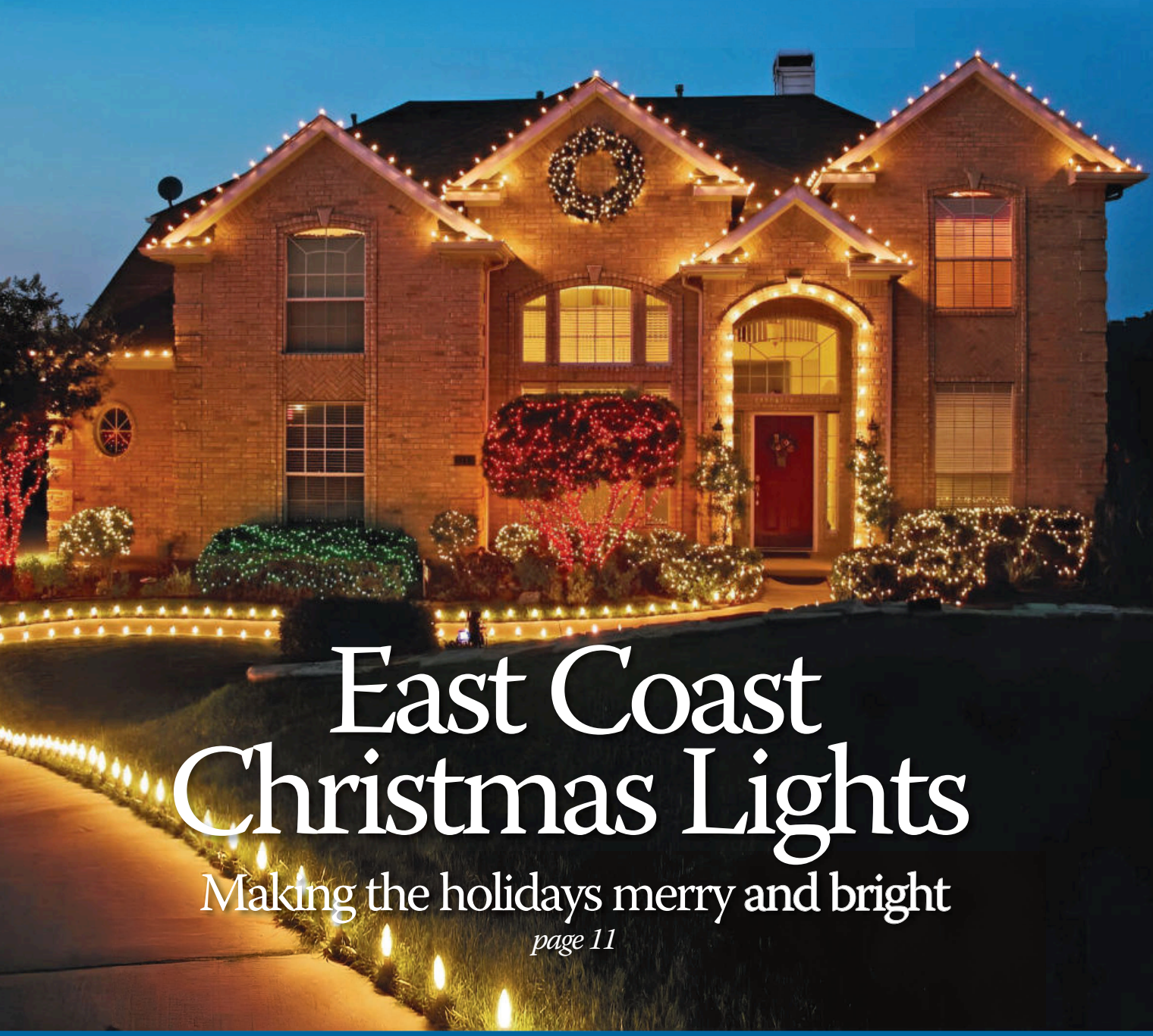
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Volume 24, Issue 11



East Coast Christmas Lights

Making the holidays merry and bright

page 11

PRIMARY MOTIVATION

Ways to elevate the look and feel of your primary bedroom

INSIDE:
ANNUAL KITCHEN & BATH DIRECTORY
Page 12

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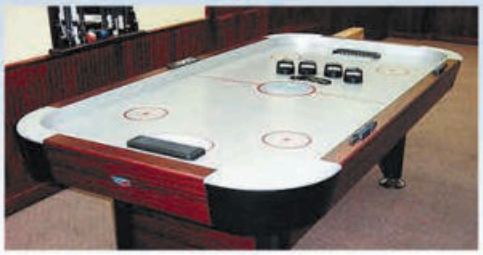
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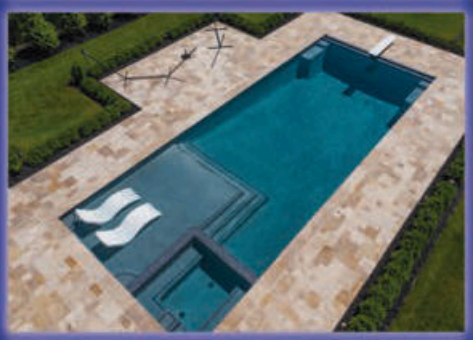
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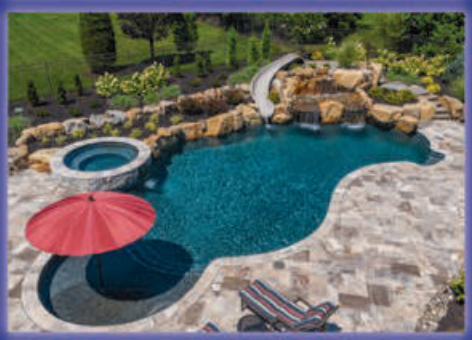
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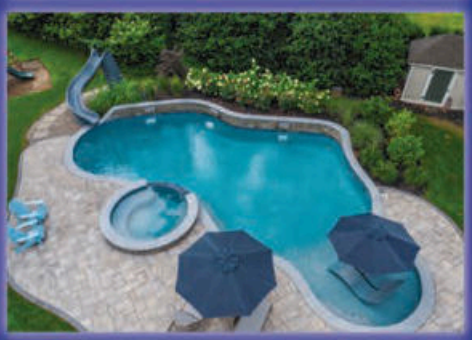


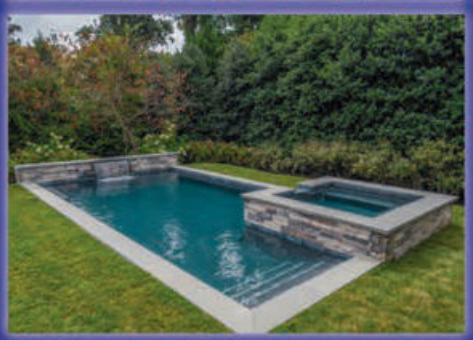


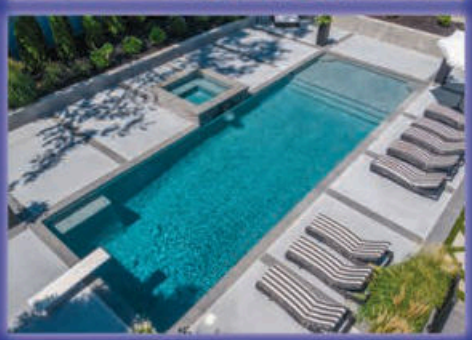


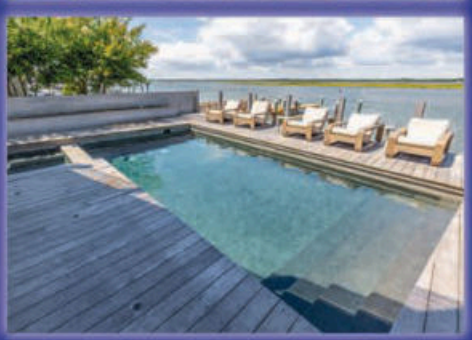












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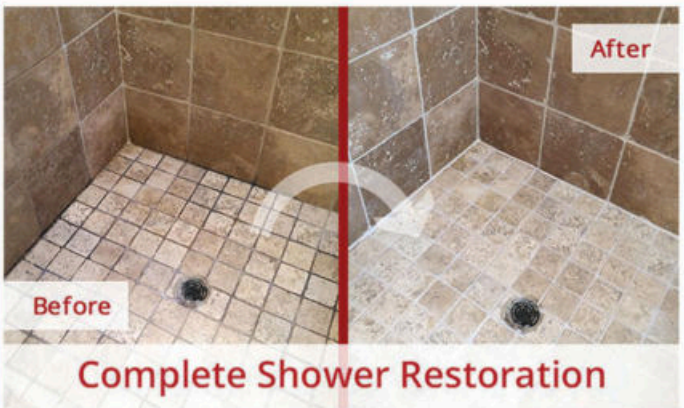
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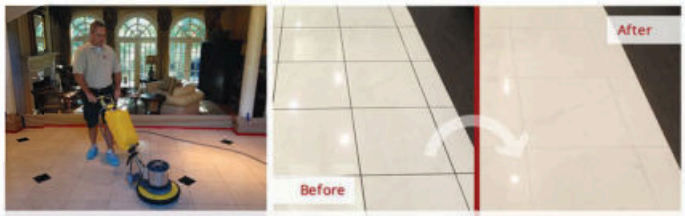
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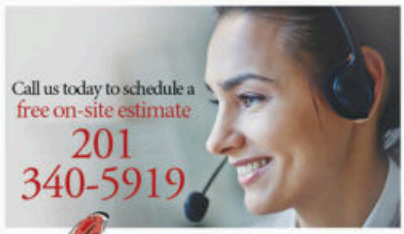
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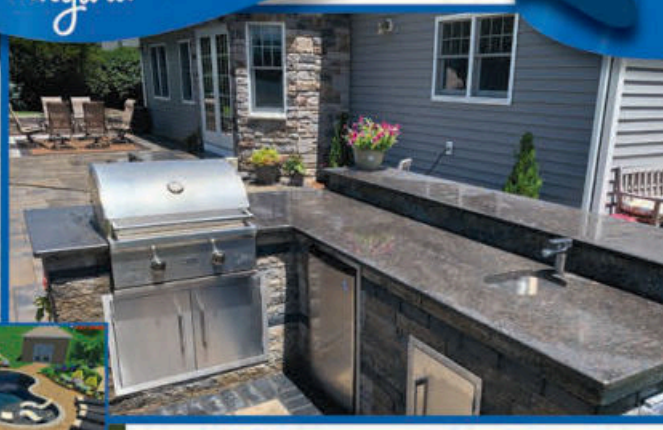
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LIGHT UP THE NIGHT

East Coast Christmas Lights ensures that families can enjoy all the festive beauty of the holidays without losing any precious family time on installation and maintenance.

by **Madeleine Maccar**

If you've ever wanted all the oohs and aahs that come with being the best-decorated house on the block without the fuss, look no further than East Coast Christmas Lights.

Danny DeLuca and the rest of the team are here to help make sure that the holidays are more dazzle and less hassle by both designing and installing breathtaking displays that eliminate all the stress from exterior holiday decoration for every home and office they're responsible for festively beautifying.

And whether your tastes err on the side of minimalism or if you want it all—lights of all colors and sizes, wreaths, hexagonal snowflakes and so much more—the well-trained team of Santa's helpers expertly brings that vision to life and works within any budget, even providing the extension cords, timers and other functional items.



"We want to bring magic to your house and take away the maintenance, the labor and the challenges families face when decorating for the holidays," DeLuca begins. "We have the proper tools, the proper team, the proper knowledge and the proper experience to provide you with an incredible experience. We are fully responsible for the service: We just ask that you respect the product you're renting."

East Coast Christmas Lights got its start when the owners extended the scope of services provided by Artificial Grass Turf Warehouse. Every season since then has been an opportunity for the company—previously named by *House & Home* as North Jersey's best in holiday lighting and installation—to refine its services for an even more personalized, professional result.

"The years of experience we're bringing, the professionalism, the products and the materials we use, it's all how we give people a beautiful experience," says DeLuca. "The ball is in your court. We're just the design team, our clients are the creators—we just put it all together, we put it down on paper, we put it on a layout so we can show you exactly what it looks like. You create the experience by giving us your ideas, what kind of direction you're going in. Whether you want it simple or extraordinary, everyone gets treated the same. As the years go on, we're learning how to be more efficient, to minimize repairs and how to save people money."

While delivering incomparable service and quality remain the team's top priority, they always are on the lookout for the latest and greatest products to light up the season's nights. New for this year are the MNI RGB color-changing lights, which turn a building's facade into a veritable light show that the homeowner can fully customize and control.

Backed by a lifetime warranty, the permanent lights can truly level up anyone's holiday display. The individual lights are spaced eight inches apart, emit very little heat compared to their incandescent counterparts—meaning that you don't have to worry about leaving them on all night long—and can even be synced to pulsate in waves along to the music of your choice. As they're controlled by an app and connected to a home's Wi-Fi, they can be controlled from anywhere, plus they come in custom track colors and styles, and wash over the exterior in a dazzling dance of all colors and infinitely iterative effects.



It's the team's goal for every client to bask in the glow of masterfully designed, fully maintained and hassle-free holiday decor that can be as understated or dazzling as individual tastes and budget allow. But, as DeLuca notes, the service also allows them to bring seasonal cheer to those who truly need a helping hand.

"Everybody is equal to us, but we love to focus on taking care of those who are truly less fortunate," he says. "That is something that is honestly a blessing on our behalf, that we're able to give that experience to everyone: single mothers, disabled personnel, elderly people, people who are so busy they can't give that holiday experience to their kids, the families who just don't have the experience or equipment to decorate for the holidays."

That accessibility extends to free design consultations and estimates, too, as well as "teams on standby" in case a bulb burns out or a decoration needs some professional intervention. Reducing the likelihood that any home's or business's holiday decorations necessitate calling back the professionals means you can trust in their fully insured, exhaustively certified installers and high-quality products. DeLuca cites their lights as a perfect example, noting they "have a lifetime warranty and they're energy-efficient," making those commercial-grade products as durable and cost-effective as they are vivid and vibrant.

After all, the team loves nothing more than knowing they were able to play a role in adding to the magic of the holidays.

"The No. 1 gift a client can give us is a referral, when they trust us enough to vouch for us to the people in their personal circle," DeLuca begins. "But we really do love it when people tag us in social media posts or give us feedback thanking us for giving them a wonderful experience." H&H



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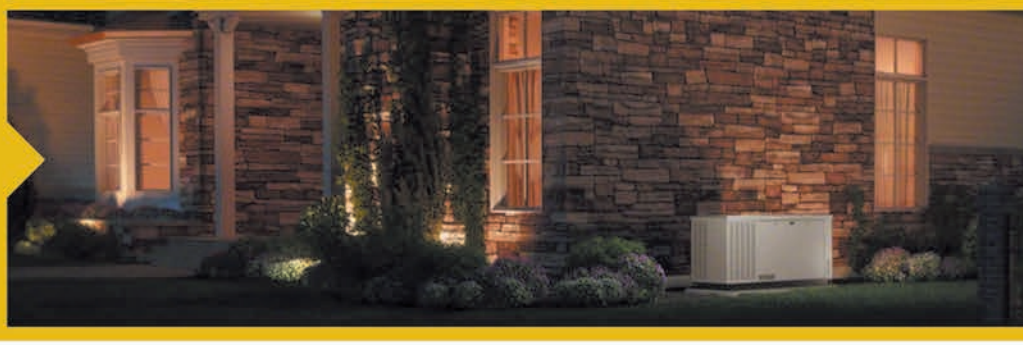
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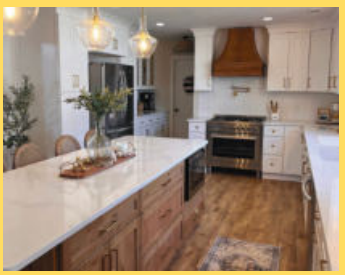
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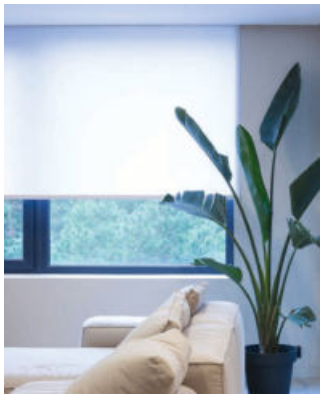
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The Primary Elements

As the largest room in a home, **the possibilities for primary bedroom additions and design are endless.**

by Carly Murray



WHILE A PRIMARY BEDROOM IS PREDOMINANTLY A PLACE TO LIE DOWN AT NIGHT, PEAK RELAXATION BEGINS WITH A SPACE THAT EXUDES WARMTH. If an individual or a couple are not completely in love with the space where they begin and end their days; there are a range of options to transform a room, as well as the residents' affinity toward it.

"Contact a general contractor, and then most of them will help [clients] to get started with plans and go from there, or see an architect first and have the plans made … and then take it to the general contractor," advises Sam King, owner of Beechdale Builders.

The main element that comes to mind regarding bedrooms is, of course, the bed. Acting as a focal point, the bed's position, headboard design and style of bedding are easily-alterable. Consider adding a canopy for a bed fit for a queen, or depending on the headboard's design, opt to weave string lights through it. String lights come in many different shapes, sizes and colors, and some can be controlled with a remote or phone app.

Oleh Lopatynsky and Pavlo Danylchenko, co-owners of Signature Woodcraft, describe how every project they work on is unique. A satisfied client once described her new space as akin to a high-end hotel room. This is accomplished in ways one wouldn't normally consider—such as the effects of line work and angles to create that illusion.

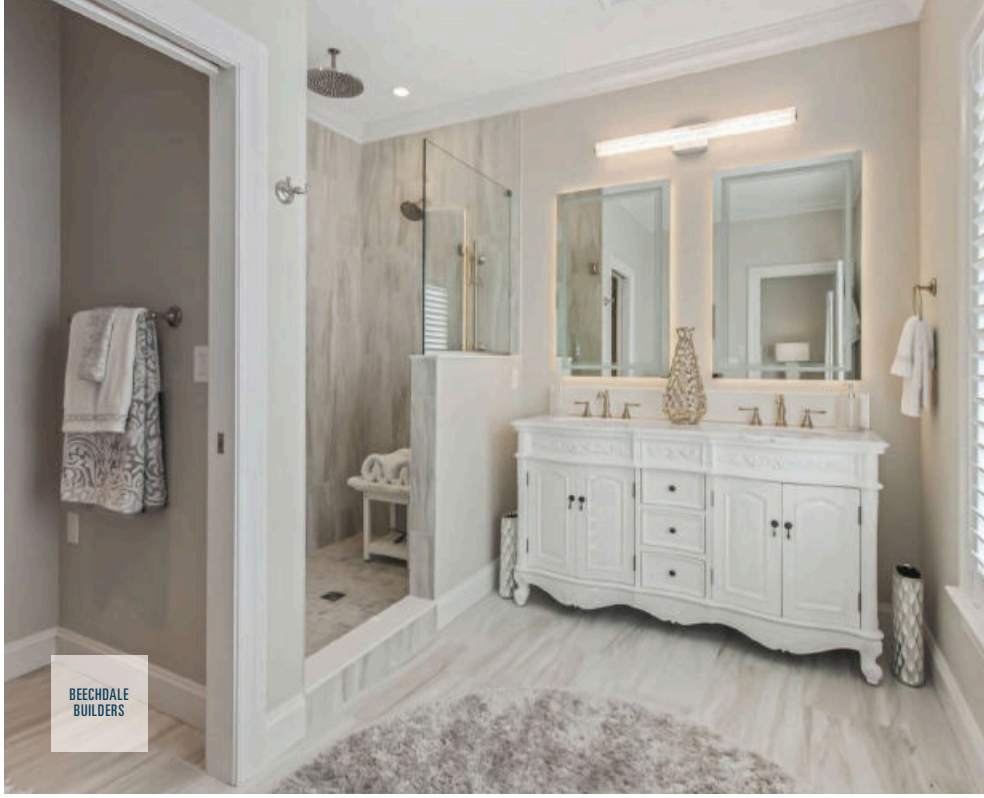
"Just creating a focal point behind the headboard, different accent walls, maybe putting some wood panels in—people like to do it modern, like many different angles—45 degrees, 90 degrees—and creating a different design so the headboard of the bed stands out from the rest of the room," they say.

Another idea to amplify the space, considering the background of a fixture, is lighting behind a television. By adhering color-changing strip lights to the back of a TV, depth is added, and colors and intensity can be changed depending on a person's mood. Try falling asleep in blue or purple dimmed lighting or putting on a bright orange or yellow during the day while reading a book. The effect makes a room feel like an artistic film as everything in it is bathed in the light of different colors.

However, some people are partial to a classic look, and find that to be the most intimate. Classic and modern elements can also be combined to have a traditional aesthetic with modern efficiency.

"When you think about the bedroom, you think about the warmth. So people do like to add built-in, electric fireplaces. It's not such a pricey project like a real fireplace with the chimney and everything—

The Primary Elements



it is very reasonably priced compared to the chimney, and it's easy to do with a frame," advise Lopatynsky and Danylchenko.

The partners further recommend bookshelves on each side of the fireplace. This can make a primary bedroom look as cozy as possible, and add an element of personal flair with the books that are chosen. While some may be partial to having their books alphabetically organized, organizing them by color is an easy way to customize a space. This will also work with now-old-school DVDs, CDs and vinyl albums, which have re-emerged in popularity. Experiment with creating a symphony of color, texture, design and functionality.

"I've been finding clients are starting to pull away from the minimalist look and starting to embrace a more eclectic mix, combining various styles such as earth tones, patterns and textures to create their space. I've been seeing an uptick with clients that are more interested in woven wood shades, not only for their beauty, but the texture element that shades bring in," explains Julianne Hidirsah, president of The Main Street Workroom.

Shelves of tchotchkes add a kitschy look, or one could opt for more precious trinkets depending on what they are interested in: porcelain dolls, sports memorabilia, antiques or anything else that they want to keep as close as possible while on display. Art is another way to elevate a space. Keep in mind that a bedroom is supposed to be personal, so there are no predetermined "dos and don'ts."

"Don't be afraid to be bold. Take the risk. Choose the vibrant paint color, go for the bold pattern on your drapery, thrift the vintage rug, buy the funky lamp. You won't regret it," affirms Hidirsah.



The other major part of a primary bedroom may be the bathroom within it. Decorative features can again be customized with linens, or perhaps with a bath mat, shower curtains, or replacing cabinet and drawer knobs. The latest, most innovative options for functionality take a bit more planning—but they are well worth the effort.

Freeform mirrors of different shapes and framing materials can hang over a vanity. While there are plenty of options of different combinations—for instance, an asymmetrical mirror with a gold metal frame—there are also artisans that can make custom pieces. Do some research, and make inspiration boards. Whereas a bed is the centerpiece of a bedroom, a vanity can be the centerpiece of a bathroom. The style choices can make the bathroom look like a palace, a spa or even a dressing room fit for the star of a Broadway show with the proper technology. This extends to lighting, mini televisions to watch while bathing and luxury spa features.

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The Primary Elements



"Luxury options would be steam showers, not only regular freestanding tubs, but freestanding tubs that consist of air jets for cellular therapy. Some of them even have an aromatherapy [feature] to them. Frameless shower doors where you have clear glass with not a lot of trim on it, heated towel bars and pebble shower floors create that spa look in their own home," says Robin Murphy, a certified kitchen designer in Ferris Home Improvements' kitchen and bath division.

Everything is rapidly changing in the world around us, home renovation aspects included. While innovation can be overwhelming, it can be repurposed and utilized in creating an optimal sanctuary away from the hustle-and-bustle outside the home.

"I think people want a retreat. They want to create an oasis, a place to kind of get away—because everyone's always so available now, with our cell phones and computers," says Murphy. "It's nice to just go to a quieter space—not only your bedroom, but the primary bathroom." **H&H**

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Henrietta Heisler Interiors, Inc.

The objective of this luxury kitchen renovation was to transform a 30-year-old, closed-off kitchen into a brighter, more contemporary space with ample storage and an updated work triangle. We worked closely with our clients to create a plan with a better flow for cooking along with a more sophisticated ambiance for entertaining. But the true jewel in this kitchen is the Tiffany Blue gas range with matching bell hood from Officine Gullo.

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Stonebridge Renovations

This master bathroom renovation included removing a wall and the complete demolition of walls and flooring, as well as opening up the shower. We used Nabi Harlequin glass tiles on the upper wall and Granada wallpaper to add further design elements. The custom wainscoting was another way to make a great statement with the space.

Malvern, Pa.
(484) 459-4920
Sb-Renovations.com



Master Design Cabinetry

This project transformed a neglected kitchen into a welcoming space for family gatherings. With Master Design Cabinetry and designer J.R. Glick, the homeowners revamped the kitchen with full custom cabinetry, adding a new nook and built-in elements throughout, creating a space beyond their expectations.

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Exton, Pa. | (484) 435-7430 | KitchenTuneUpMainLine.com



By Design Kitchen & Bath

At By Design Kitchen & Bath, our focus is on creating exquisite designs and always exceeding our clients' expectations. In this project the client wanted a hearth-style hood. We built that along with the cabinetry, which has slim shaker style doors and drawers in a color matched to a F&B color with custom panels on the dishwasher and refrigerator. The island, shelves and hood accent are in rift cut white oak. The 2" mitered countertop and the backsplash are a beautiful quartzite.

Short Hills and Milburn, N.J. | (201) 892-7649 | ByDesignKitchenAndBath.com



Let's Face It

This contemporary kitchen refacing project included white glossy cabinetry with white quartz countertops. What's more, a new wood island was fabricated in our shop with a black granite countertop and extra storage space underneath.

Lower Gwynedd, Pa. | (215) 343-2600 | LFIKitchens.com

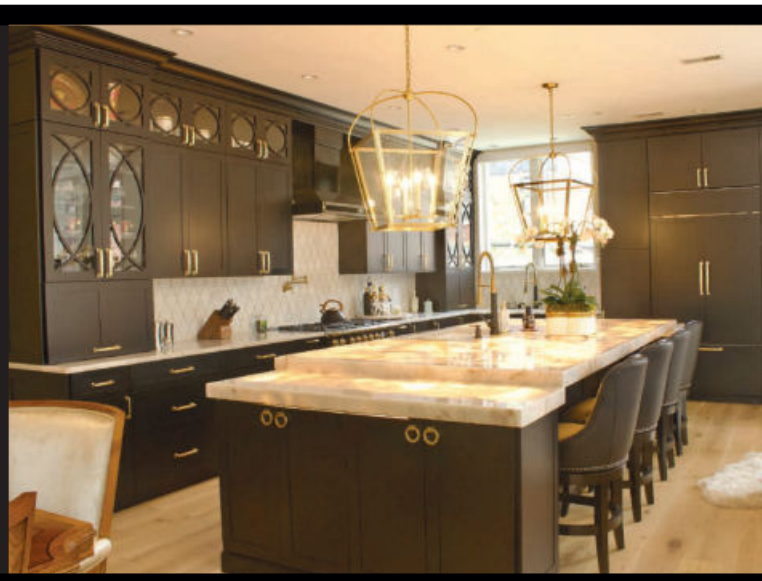


HomeTech Renovations

This kitchen remodel of a home in Jenkintown, Pennsylvania has lots of unique features. The White Icing modified shaker cabinetry by Medallion has become quite popular in the industry and with homeowners. Meanwhile, the earl grey island is highlighted with wainscot paneling and a PentalQuartz countertop with Borghini finish.

Lower Gwynedd, Pa. | (215) 646-7477 | HTRenovations.com





Exquisite Designs

As a family-owned business, Exquisite Designs specializes in supplying beautiful and high-quality bathroom and kitchen products. In this bathroom renovation, the customer selected Luxe Gold Brizo fixtures and a custom Furniture Guild wall mount vanity. The addition of the coordinating Amba towel warmers completes this luxurious space.

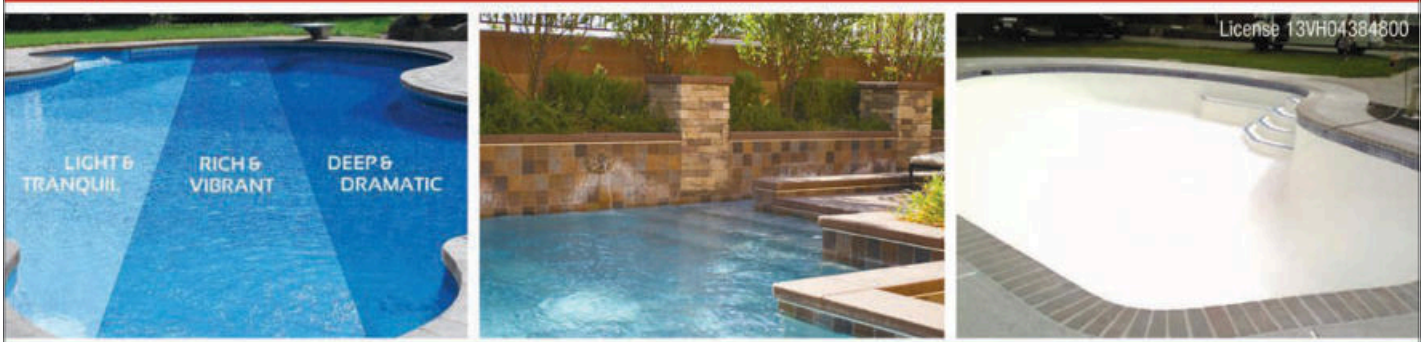
Wayne, Pa. | (484) 584-4120 | ExquisiteDesignsPhilly.com

Main Line Kitchen Design

This Center City Brighton custom kitchen designed by Chris Rossetti features professional appliances and a light-up quartzite island countertop. Double-arched mullion glass doors with interior cabinet lighting frame the imported La Cornue range with convenient lift-up appliance garages at the ends of the countertop.

Philadelphia | (610) 500-4071 | MainLineKitchenDesign.com H&H

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They can also expect to be treated like family, because every job the Garfield-based business takes on is handled as if it is the team's own personal home.

"That goes for everything," Danny Cenaj says. "We make sure everything is done in a professional way, and we build to last."

Cenaj owns the company alongside his uncle, Bes Cenaj, and many family members fill roles throughout the organization. Established in 2000, Siar Construction is going on a quarter-century of success in North and Central Jersey—success in jobs completed and in building a solid reputation as the go-to for roofs, chimneys, siding and masonry work.

The key is keeping customers informed throughout the process—from the job estimate to completion—and keeping a clean worksite during construction. Cenaj personally stops by each job site every day to ensure things are going well.

"That's all very important to us," he says.

It also helps things stay organized for both employee and homeowner when dealing with a potentially large-scale job.

Roofing needs

One big focus of Siar Construction is roofing, something that is critical to the safety and well-being of a home.

"The roof is basically the guardian angel of your house," Cenaj says. "It's very important in terms of the structural safety of the house and also to have peace of mind. If you have a bad roof you know bad things are going to be happening."

A leaky roof can lead to destroyed ceilings, mold issues and even fires if that water reaches an electric box, so staying on top of a roof's lifespan and condition is important. For those who don't know when a roof was last replaced, there are visual clues that can help.

"Decoloration of shingles will be there. Small pieces of the shingle may come off. Granules will start coming off—that will look like black dust in the driveway. Shingles may not look straight or lay flat," Cenaj says. "And the neighbor's roof may look brand new in comparison."

A potential roof job starts with a free inspection from Siar Construction. A professional will come out, climb onto the roof and examine everything, taking photos along the way. They then will present those photos and their assessment to the homeowner.

If a new roof is needed, the expert team will walk customers through the whole process. It starts with choosing shingles from provided books featuring materials from GAF Roofing, Owens Corning or Atlas. They get a timeline, typically one to two weeks from booking if nothing needs to be special ordered. And the entire job is outlined.

"By the end you're going to be almost as much of an expert as us," Cenaj says.

Chimney repairs and rebuilding

Cenaj recommends chimney inspections every four to five years and Siar Construction offers two types of inspections. Level 1 is no charge and includes examining the fireplace or boiler connections inside the home and looking at the structure of the chimney on the roof. Level 2 starts at $700 and involves removing the chimney cap, and checking flues and liners and more with a camera.

"The chimney can be extremely important to the house. In a lot of houses, the chimney is connected to the furnace and boiler. A leak or damage from water can cause it to stop working. The furnace will need to use more gas and energy to produce the same heat as if it was in good condition," Cenaj explains.

Chimney jobs can include repairs—sealing issues, installing new liners—or completely rebuilding the structure. The same goes for fireplace chimneys. Although they may not be vital to functioning of the home, ensuring they are in top working order is still essential for safety and pleasure.

Chimney job costs can vary depending on the work that needs to be done, but typically the timeline is "fairly fast," Cenaj says, assuming no special materials need to be ordered.

A job well done

It's important for all Siar Construction jobs to not only go smoothly, but go as quickly as possible while maintaining high quality work. To help this along, Cenaj says they handle any necessary permitting with towns. They also offer some special pricing.

"We have a pretty huge discount for senior citizens and all first responders—police, firefighters, nurses, doctors, dentists—and veterans," Cenaj says. "It's 10% off any type of job, no matter how big or small."

With a stellar reputation thanks to its dedication to the craft and its customers, it's no wonder why Siar Construction is so highly regarded by homeowners across the region.

"At the end of a job, basically with most of our customers, we become friends because of their great experience with us," Cenaj says. H&H

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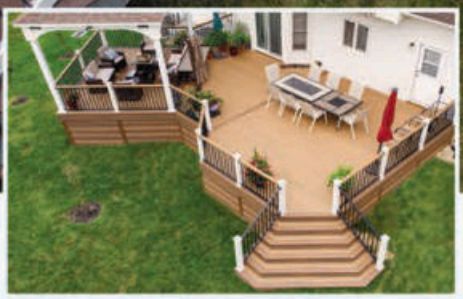
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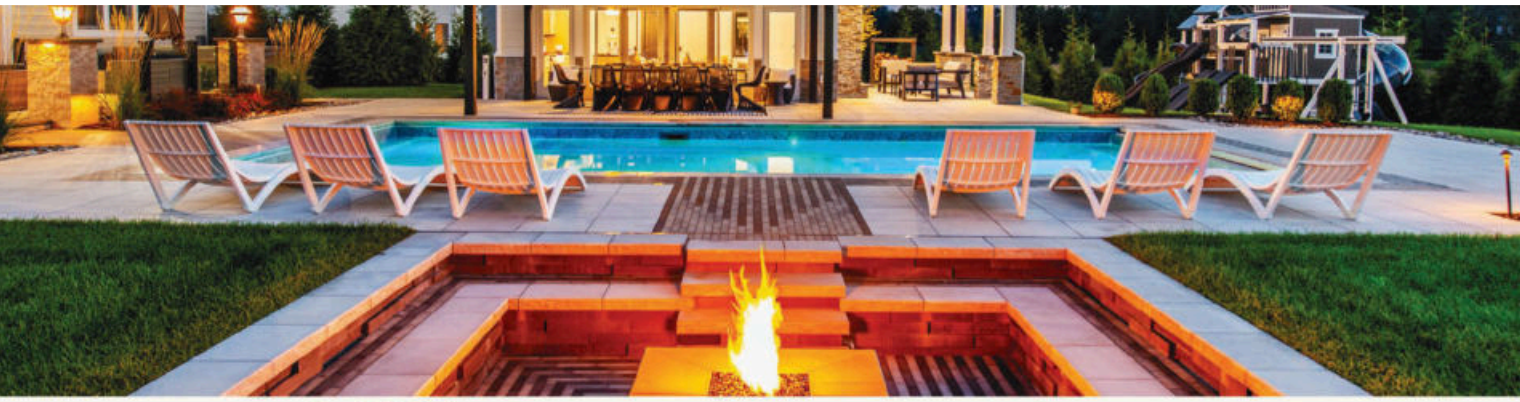
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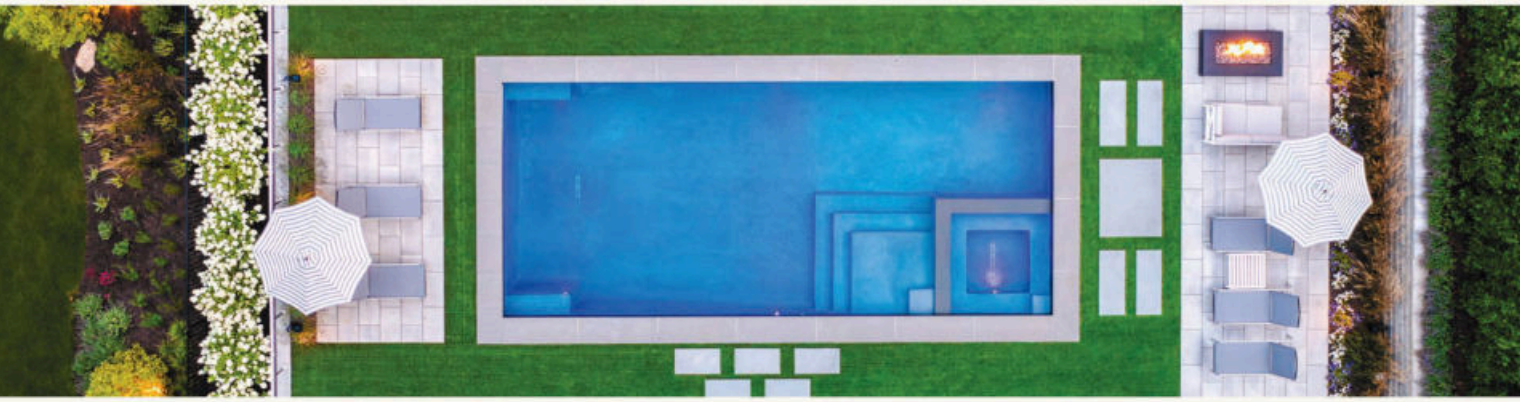


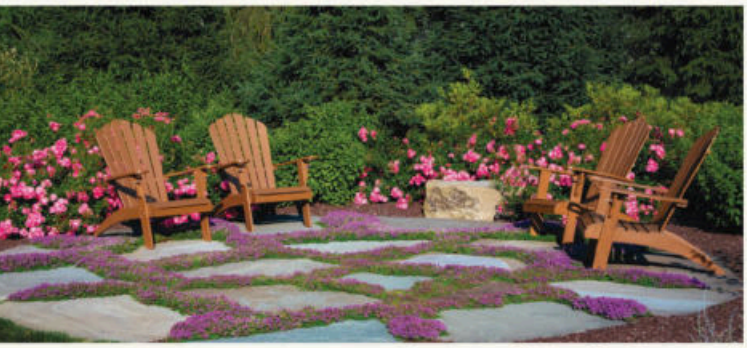
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