

Insidesign Properties Funds 2012 HGTV Green Home

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NEW YORK, Aug. 20, 2011 /PRNewswire/ — A beautiful, custom-built “green” home located in the idyllic setting of Serenbe in Chattahoochee Hills, Georgia, a rural, eco-friendly community located near Atlanta, awaits the winner of the fifth annual HGTV Green Home Giveaway. Serenbe, a 1,000 acre development featuring homes as well as unique shops and award-winning restaurants, merges sustainability principles with the design philosophies of walking neighborhoods. Viewers can enter for a chance to win the approximately 2,300-square-foot home in Serenbe next spring when the HGTV Green Home Giveaway opens for entries from April 12 through June 1, 2012. More information about Serenbe and the giveaway is available at HGTV.com/greenhome.

“The 2012 HGTV Green Home will demonstrate a new dimension of green living that we haven’t showcased with our previous homes,” said Jack Thomasson, HGTV House Planner. “We’ll show how you can live harmoniously with nature, in a more rural and organic setting, but still have a connection to contemporary architecture and the latest in eco-friendly products and practices. It’s a farm-to-table environment with all of the modern conveniences you’d ever want. Quite literally, it’s the best of both worlds.”

Designed by Kemp Hall Studio and built by FrontPorch Builders, the 2012 HGTV Green Home is a modern family farmhouse with a design inspired by Southeastern culture and regional architecture. The material palette for the three bedroom, 2.5 bath family home is derived from historic precedent—perfectly showcasing a nostalgic connection while exemplifying a timeless style that is a seamless blend of old and new.

“My family and all of our neighbors always want to shout from the ‘green’ rooftops about how Serenbe is the ultimate balanced community—healthy, stylish, culture-rich, nature-rich, friendly, in the country on the edge of the city,” said Serenbe founder Steve Nygren. “We are delighted that HGTV shares in our excitement over this great place and we can’t wait to welcome the HGTV Green Home to Serenbe.”

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About HGTV

HGTV, America's leader in home and lifestyle programming, is distributed to more than 99 million U.S. households and is one of cable's top-rated networks. HGTV's website, HGTV.com, is the nation's leading online home-and-garden destination and attracts an average of 5 million unique visitors per month.

About Serenbe

Serenbe is a 1,000-acre community located less than 30 minutes from Atlanta's Hartsfield-Jackson International Airport, with a focus on well being, balanced growth, sustainability, green building, organic farming, arts and culture, and smart environmental practices. Serenbe has private residential homes, commercial space, original shops, equestrian center, a 20-room inn with conference and wedding facilities, and Serenbe Farms. www.serenbe.com.

About Kemp Hall Studio

Kemp Hall Studio is a comprehensive architecture firm offering custom green home design and construction consulting, interior design, landscape design, sustainability review and site evaluation. Led by Steve Kemp, the national firm's team has over 50 years of collective experience and specializes in the design of upscale single-family residences. Kemp Hall's portfolio includes high-end primary residences, vacation and retreat homes based on architect-led design-build processes. <http://kemphallstudio.com/>

About FrontPorch

FrontPorch is a custom home builder with expertise in high design and green construction in mixed use and new urbanist communities, urban infill, upscale resort communities, and historic neighborhoods. More than 250 FrontPorch custom homes and over 100 renovations can be found in Atlanta's most historic neighborhoods, as well as award-winning green communities including Serenbe, Glenwood Park, Tributary and Clark's Grove, and in upscale resort communities such as the renowned golf resort Cuscowilla on Lake Oconee. <http://www.yourfrontporch.com/>

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