



EAST BEACH

For Immediate Release

June 16, 2005

**Contacts: Holly Goff, *Coastal Living*, 205.445.6442, holly_goff@timeinc.com
Cindy Mackey, East Beach, 757.754.4553, cindy@thinkotto.com**

***Coastal Living* Announces 2005 Idea House in Norfolk, Va.**

A traditional Tidewater vernacular home to be showcased at East Beach

BIRMINGHAM, Ala. — *Coastal Living* magazine has selected East Beach as the site of its 2005 Idea House, announced Editor in Chief Kay Fuston and Publisher Burton Craige. East Beach is located in Norfolk, Va., along the Chesapeake Bay.

2005 marks the eighth year of the *Coastal Living* Idea House Program, through which *Coastal Living* builds homes in coastal communities to give readers ideas on the latest innovations and decorating trends. From inception, these Idea Houses are designed to inspire readers—from the architectural elements, color palette, and fabric patterns, to the furniture and accessories that make it a home.

“We’re thrilled to have a *Coastal Living* Idea House at East Beach this year,” said Craige. “The community has taken such important steps to redevelop this area and incorporate the coastal traditions of the Tidewater region, making it a natural fit for *Coastal Living*.”

“We’re extremely proud that East Beach has been selected for this distinction, especially since this is the first *Coastal Living* home in Virginia,” said East Beach Managing Partner Bart Frye. “We’re looking forward to presenting this spectacular home to the public.”

The 2005 *Coastal Living* Idea House is designed by Gerrie West of Folck West & Savage Architects. Debbie Faulkner, Susan Lovelace, and Allyson Jones of Lovelace Interiors of Destin, Fla., are coordinating the interior design of the house. J.M.Sykes, Inc., led by Jim Sykes, Pat O’Rork, and Laura Norris, is managing the construction. The landscape architect is Douglas Aurand of Siska Aurand Landscape Architects, Inc.

“Drawing its design roots from the ‘Tidewater Shingle’ style, this traditional home combines a refined sense of place with a simple, livable floor plan,” said West. “Shingled exterior walls, stained a moss green-gray color, and a natural silver metal roof reflect the local vernacular and respond to the coastal environment.”

“Our Idea Houses continuously provide fresh, beautiful ideas to share with our readers,” said Fuston. “The design of this home, with its comfortable, coastal feel, promises to deliver as well.”

The *Coastal Living* Idea House will open to the public this August. Tickets to tour the Idea House are available at the door with proceeds from ticket sales benefiting a local charity. For more information, call 1.866.854.4072.

East Beach, Virginia's new waterfront village, is situated on 100-acres along the Chesapeake Bay in Norfolk. Surrounded by water, the neighborhood is fashioned after classic Southeastern seaboard coastal villages. The master plan for this \$400 million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. Public space, walking paths, beach pavilions and bay front greens enhance the vistas and create open spaces for the beachfront community. Boating, fishing and water sports of all types are steps away from the neighborhood. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. For information, visit www.eastbeachnorfolk.com.

A national magazine that celebrates life along the coast, *Coastal Living* (www.coastalliving.com) is the source of inspiration and information for people who live or dream of living a coastal lifestyle. Launched in 1997, *Coastal Living* has grown to serve a total audience of more than 3 million.

A leader in lifestyle information, Southern Progress Corporation publishes *Southern Living*, *Cooking Light*, *Health*, *Coastal Living*, *Southern Accents*, *Cottage Living*, *The Progressive Farmer*, and *Sunset* magazines, and books through Oxmoor House, Leisure Arts, and Sunset Books. It also operates a direct-selling division, *Southern Living At HOME*. Southern Progress is a Birmingham-based subsidiary of Time Inc.

###