

HOME & ARCHITECTURAL TRENDS



NOVEMBER 27, 2013

US\$10.95

CANADA/MEX. \$12.95

03



search trendsideas.com



Artistic license

Innovation and customization are key elements of a great design – they come together in every Jordan Iverson Signature Homes project.

When success is measured by sales, and the numbers are increasing, you know you are on to a winner.

For Jordan Iverson of Jordan Iverson Signature Homes, rising sales figures are testament to his innovative approach to residential design and construction.

“Much of this success can be attributed to the fact that we custom design every aspect of a project, to provide homes that offer something quite different,” Iverson says. “Every house is a specific design response to the site. For the interior, we



focus on the creative use of space and the flow of the rooms. We also recognize the need for innovative lighting and materials, architectural accents and the latest technology. But our artistic approach is not at the expense of sustainability. Each house also has a green certification."

Iverson, who at 32 is a young designer with a passion for the creative process, has developed a niche market – customized, high-end urban town homes and lofts.

The designer says the firm's success is also due to close working relationships

with key suppliers. These include custom cabinetry from Kustom Kraft Cabinets and a range of flooring surfaces from The Carpet Company.

For details, contact Jordan Iverson Signature Homes, Eugene, OR, phone (541) 570 3604. Alternatively, visit the websites: www.iversonsignaturehomes.com or the facebook listing at www.facebook.com/jordaniversonsignaturehomes.

View, save or share this story online at

trendsideas.com/go/33828

Facing page: Jordan Iverson Signature Homes specializes in artistically designed urban environments. The design of this home maximizes the natural light and provides a seamless indoor-outdoor flow.

Above left: The innovative use of materials and attention to space planning are also key features of each project by Jordan Iverson.

Top and above: Iverson says good design can be applied to every project, no matter how large or small. Key suppliers include Kustom Kraft Cabinets and The Carpet Company.