

Framing *the* Family

A designer's personality marks his elegant but functional South Eugene home

BY AARON RAGAN-FORE
PHOTOS BY LANNY SEVERSON

“GROWING UP, I ALWAYS wanted to build my dream home,” says designer and builder Jordan Iverson. As a boy, Jordan always seemed to have pencil and paper in hand, he says, ready at any time to sketch out his designs, “even functional floor plans by 10 or 11.”

Commissioning a high-end custom home may seem a strange fixation at an age more suited, perhaps, for marbles and model rockets, but a yen for design is just one of the influences Jordan picked up from his father, Boyd Iverson of Eugene's Oak Tree Builders.

These days, father and son share an office, but Jordan has most assuredly moved out from beneath his father's shadow. Jordan not only operates his own design business, Iverson Signature Homes, but he also owns and manages 15 rental properties across Eugene, seven of which he designed himself.



Solid maple cabinetry is used throughout the home, including built-in storage to keep clutter under control.

The Iverson home is all about curves, leading to relaxed grandeur and spacious living areas.

It's all pretty impressive, especially as Jordan is only 29 years old. "I've been ambitious," the wunderkind entrepreneur acknowledges. "I just have so many ideas."

Jordan's wife, Shelly, a natural health products sales representative, agrees, noting that her husband hasn't broken himself of the habit of sketching whenever the muse inspires. Jordan can't seem to stop himself from grabbing a piece of paper and sketching out a few thoughts, she says, even late at night, or during family DVD time. "He has a lot of passion and heart for design," says Shelly. "Luckily, I love his style."

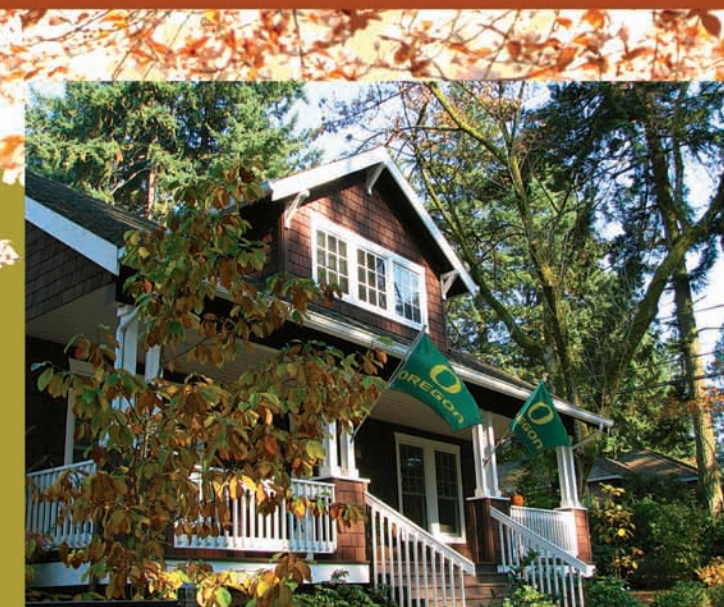
And honestly, who wouldn't? Jordan designed his family's home, a 2,841-square-foot, three-bedroom, two-bath modern masterwork in the Walnut Hill subdivision of Eugene's Crest neighborhood. A timeless quality to Jordan's exterior design helps this contemporary domicile integrate with the quaint bungalows of the surrounding neighborhood. The home's multiple, offset pointed gables accentuate a semiformal curb appeal of lines and angles.

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Inside, however, the home is all about curves, with Jordan's regimented exterior design serving as a sort of frame for the rounded edges of a round-the-clock, three-child lifestyle. Jordan's liberal use of rounded archway doors lends each spacious room a relaxed grandeur, drawing the eye to the visual tableau he and Shelly have created with every living area.

The house was completed in July 2007, and the Iversons were moved in by August. At that time the family was itself a sort of four-pointed square: Jordan and Shelly, daughter Kayla, now 4 years old, and son Taylor, 2. But soon after they were settled, a fifth point changed that square to a circle, as Shelly found herself pregnant with daughter Rayana, born just this past April.

With three children under school age in the house, life is a whirlwind. "It's nonstop!" laughs Shelly. But Jordan had the foresight to incorporate home features to keep traffic flowing smoothly, such as a central surround sound system, so that preschool tunes continue from one room to the next, and a flowing, open floor plan to keep five active people from tripping over one another.

Jordan also included a number of other family-friendly features to keep things running smoothly, such as central vacuuming ducts and what the young designer describes as "an excess of storage." Cubbyholes under stairways, inside benches, and even behind the wall mount of the plasma television keep kids' toys up and out of the way. Jordan even had motion-detector nightlights installed, so that little feet don't stumble in the dark.

Above: The Iverson's open floor plan flows for family-friendly space.

Below: A cubbyhole behind the wall-mounted plasma television.



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Above: Efficient yet abundant lighting illuminates the home.
Left: Inset alcoves show off the family's art.



Illumination, in fact, is one of Jordan's personal obsessions. "I go way overboard thinking about lighting," he says, "but it definitely gets overlooked" in many homes today. From trendy, frosted blue pendulum fixtures in lieu of bedside table lamps, to picture windows and skylights designed to summon natural light and reduce electricity costs, fluorescence is a firm focus.

The home's appliances are certified with Energy Star efficiency. Even the indoor water feature, a backlit waterfall inset in the wall of the staircase landing, doubles as an air humidifier, its trickling cascade purified in the rays of an ultraviolet light bulb.

But don't think this home is all business. Artfulness is never sacrificed in Jordan's blueprints. The home features wall-inset gallery alcoves for artwork—15 in all throughout the first floor, with eight alone adorning a charming entry area hallway. The niches are constructed just high enough to discourage pint-size pinkies from poking around.



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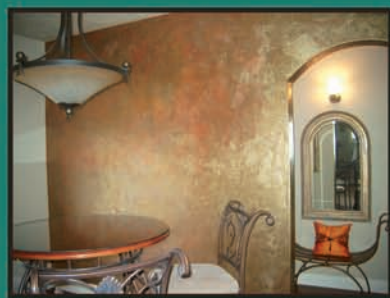
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Below: Dual workspaces in the Duck-themed home office.



The hallway leads into the Iversons' dining area and the grand kitchen beyond, which features energy-efficient, stainless steel KitchenAid appliances, under-cabinet lighting, and a granite composite sink. Attractive maple Kustom Kraft cabinetry begins in the kitchen, and extends throughout the practical home.

The kitchen range is located in the central island, the better to keep the counter free for chopping and mixing. Jordan is especially pleased with his countertops, which are resistant to heat, scratches, and stains. "It's not invincible, but it's close enough," Jordan says of the engineered CaesarStone quartz.

Down the hall from the kitchen is the home office, decorated with Oregon Ducks paraphernalia. The office features work spaces for both Shelly and Jordan, but with three lively children, somehow both adults never seem to use the room simultaneously.

The home office is also where Jordan parks his acoustic guitar, an instrument he has never quite found time to learn to play. Shelly can relate. "I took piano lesson for a year," she explains, shooting a lengthwise glance at the kids, "and then I got too busy."



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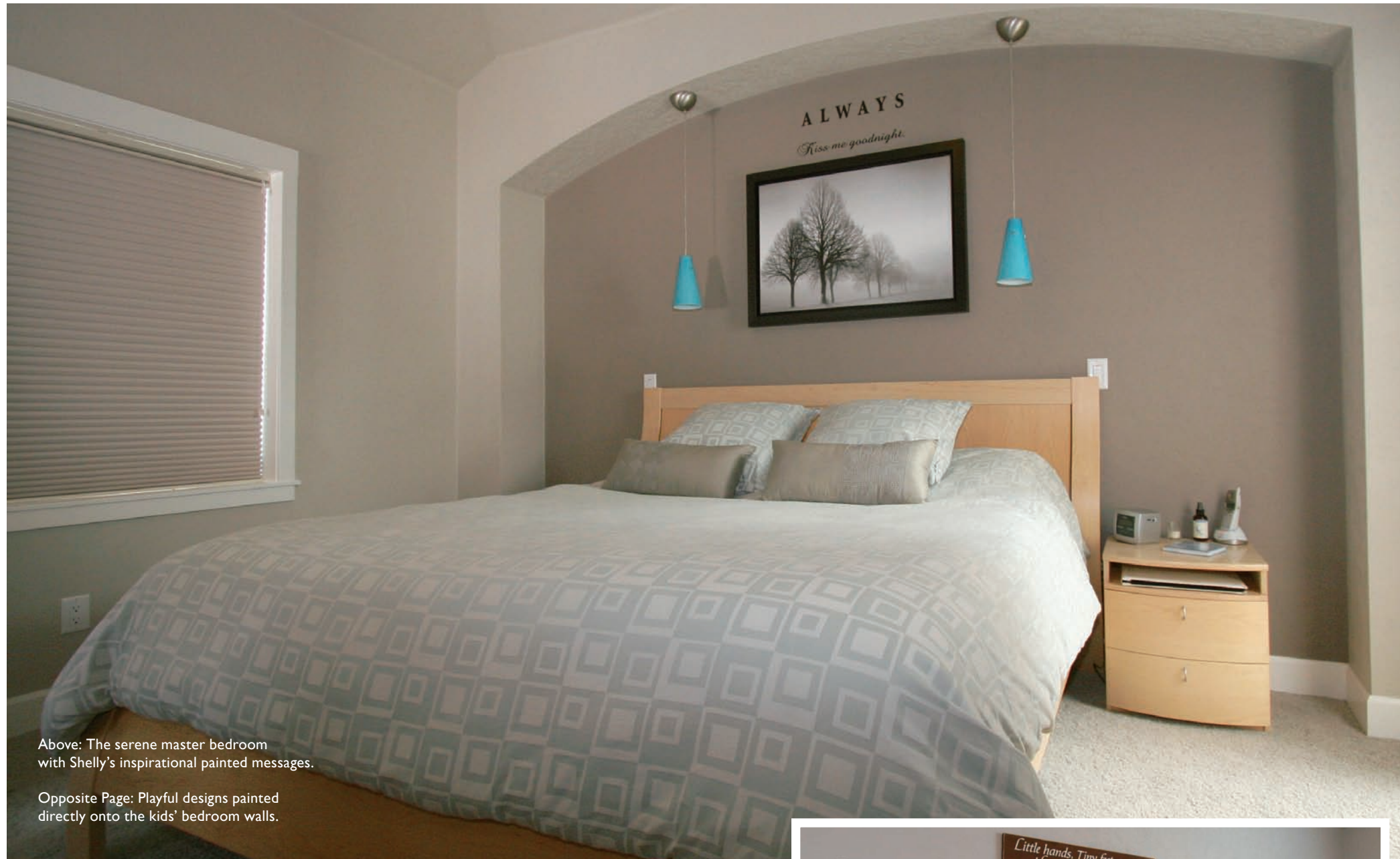


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Above: The serene master bedroom with Shelly's inspirational painted messages.

Opposite Page: Playful designs painted directly onto the kids' bedroom walls.

Playful touches abound throughout the home, such as a joystick-styled faucet handle in the downstairs powder room—"I don't know if it's just my age, or what," Jordan grins—and romantic, inspirational adages painted directly on the walls, Shelly's idea. "Dreams are the windows to the world" is painted directly above the living room windows, for example, while "Always kiss me goodnight" adorns a wall of the master suite.

Even the kids' rooms on the second floor sport animal designs painted directly on the walls, butterflies for Kayla and elephants for Taylor. Kayla's pink bedroom also features a secret compartment in the wall, with a hidden reading nook where the precocious 4-year-old keeps her books. When asked her favorite thing in the room, however, Kayla is quick to respond, "Daddy!"



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But when it's time to cut loose with some serious silliness, the family retires to the 45-by-17-foot Trex composite deck overlooking the south hills. The deck features a gas barbecue pit and a raised seating area for adult conversation, but the real feature here is security. The deck is completely enclosed to keep the kids safe. Unfortunately, however, evidently nothing can prevent the occasional traffic jam of toy cars and tricycles.

The Iversons also enjoy making use of their lovely neighborhood, strolling together to go shopping at the nearby Market of Choice, or exploring the woods of Morse Ranch Park, which begins only steps from the front door. And Jordan's office is less than 2 miles distant, so he can join Shelly and the kids for a lunch break during the workweek.

"Any home I build, I won't rip a page out of a book," says Jordan, reflecting on his design philosophy. "Each home is like a piece of livable art."

"I love how detailed it is," Shelly says of the home her husband designed. "You can see his character come out in each home."

If that sentiment holds true, Jordan Iverson must have a very agreeable character. ■




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