



For immediate release

PV NEW HOME CENTER GRAND OPENING

BedBrock Developers Responds to Changing Luxury Home Trends

February 5, 2016 (Paradise Valley, AZ) The custom home building industry has experienced a significant shift in interior design style in the past two years. “Out with the old and in with the new” – modern that is. BedBrock Developers, a renowned Paradise Valley luxury custom home builder for the past 21 years, has embraced the trend and is currently building ten modern luxury custom homes in Paradise Valley including Kachina Estates, an enclave of four homes on the former Kachina Country Day School site designed by local architecture firm, Drewett Works and represented by The Reeves Group. In keeping with the changing trends, the PV Design Center, a BedBrock Developers showcase on Lincoln Drive featuring the “best of the best” in the home building industry, is undergoing an update as well as a name change to reflect current design trends with a focus on state-of-the-art modern kitchens.

The PV New Home Center will feature the latest in kitchen appliances, cabinetry, counter tops, flooring and food prepared right in the kitchen. A selection of the most current SubZero Wolf appliances will be showcased in realistic kitchen vignettes featuring cabinetry by Reliance Custom Cabinets, Ceasarstone countertops fabricated by Artstone, lighting by Valley Light Gallery, plumbing fixtures by Central Arizona Supply and flooring by Villagio, installed by Inex Creative Floors and all designed by renowned local design firm, Est Est Design Studio. Additionally, visitors to the PV New Home Center will have access to the services of an Est Est Design Studio on-site designer.

“We are excited to present the latest trends and designs for our custom homes in Paradise Valley and Scottsdale,” says Rich Brock, owner of BedBrock Developers. “It’s been enjoyable to ‘go back to modern’, back to the 1950’s to build today’s timeless homes. Our modern homes have an organic feel in the design and finish materials and we embrace it with the same attention to detail and quality that we are known for. In many respects, modern design exemplifies true desert living at its finest.”

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A celebration of the newly named and updated PV New Home Center will take place on Thursday, **March 3rd** from 4PM to 7pm with cooking demonstrations and food samplings by Michael Cairns, Executive Chef of The Montelucia and Tony Rea, Executive Chef of Creations in Cuisine Catering and Pasta Rea. Regular hours for The PV New Home Center beginning Monday, March 7th, will be 9am to 5pm Monday thru Friday and by appointment on Saturdays. Visit www.pvnewhomecenter.com or call 602 955-1881 for information.

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