

Masterpiece Design Group Adds Another Major Award to Design Portfolio

The Central Florida firm helps longtime Space Coast and Solar Energy builder LifeStyle Homes win prestigious Platinum Award in 2016 HBCA Parade of Homes

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[/EINPresswire.com/](http://EINPresswire.com/) -- [Masterpiece Design Group](#), a full-service, Winter Park design firm that has helped its homebuilding clients from around the country garner numerous industry awards over the years, has added one of Brevard County's oldest and most innovative builders to that list.

[LifeStyle Homes](#), which has been building in Brevard County for more than 32 years, captured a prestigious Platinum Award in the recent 2016 HBCA Parade of Homes for its solar-powered St. Thomas model in Viera.

The St. Thomas, a luxury three-bedroom, three-bath plan featuring a separate study and approximately 2,632 square feet, earned top honors in the Parade's highly competitive \$700,000-\$800,000 category.

The model home, designed by Masterpiece's Model Merchandising Division, is located in Viera's exclusive Seville at Addison Village neighborhood.

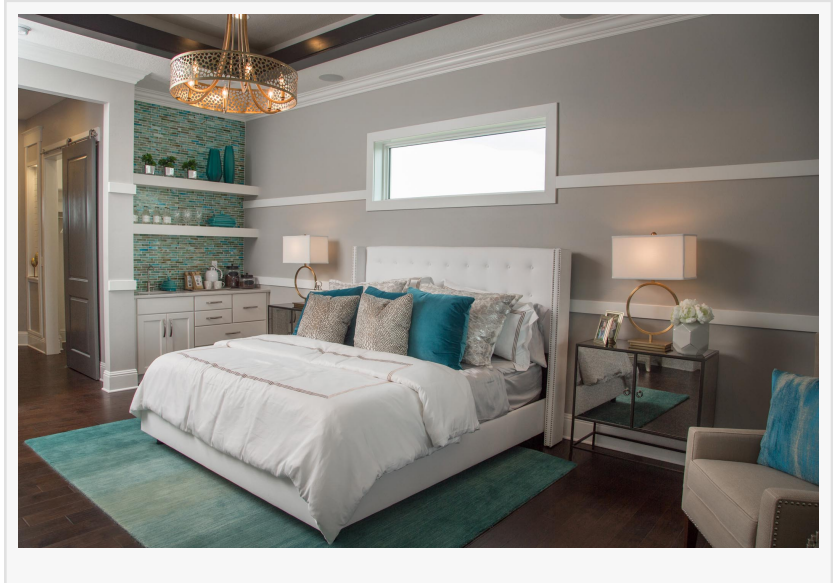
In addition to its Platinum Award, the judges also awarded LifeStyle Homes a "best feature" Merit Award for the St. Thomas' integrated solar tiles. The Melbourne-based company in 2010 became the first to build a total solar-powered home on Florida's East Coast, heralding its commitment to build smarter, cleaner and more efficient homes.

LifeStyle Homes, a family business launched in 1984 by a pair of former school teachers, is currently building in more than a dozen residential communities in Brevard and Indian River counties spanning from Titusville to Vero Beach.

The St. Thomas, one of the builder's most popular and distinctive plans, received high marks in every area from the Parade judges who were impressed with the model's spaciousness and flowing openness of the living areas – and the design which connected everything together.

The St. Thomas model represents the second residential design undertaking for Masterpiece and Lifestyle, says Masterpiece President and COO Christy Scanlon, noting that Masterpiece was given total responsibility for selecting the key materials, finishes, fabrics, colors and accessories that would best complement the model's architectural styling and floor plan.

"We were excited to have an opportunity to work with one of East Central Florida's most admired and respected homebuilders – which makes this Parade of Homes accomplishment even more rewarding," says Scanlon. "Jordan Luhn (CEO) and Karen Kicinski (Marketing Director) wanted us to design a model for their newest residential community that would really make a statement and we are happy that we were able to exceed their expectations."



Earlier this year, Masterpiece took home five major industry awards for design and merchandising excellence at the 38th annual Southeast Builder's Conference in Orlando, including a prestigious Grand Aurora. The SEBC is an annual showcase that features hundreds of the best and most distinctive designs from builders and industry professionals from 11 Southeast states and the Eastern Caribbean.

The company also scored well on the local front, garnering two Major Achievement Awards for model merchandising at the Greater Orlando Builder's Association annual gala that salutes outstanding member achievement.

The seven awards capped an extremely active and rewarding year for the company. With the latest additions to its portfolio, Masterpiece now has earned 50 separate industry awards.

Since its inception in 1998, Masterpiece has evolved into one of Florida's premier design companies, serving a diverse clientele in most of the state's major metro markets, including Orlando, Tampa, Sarasota-Bradenton, Jacksonville and South Florida, as well as key markets in the Southeast and Midwest.

Over the years it has provided professional design and model merchandising services for a long line of industry leaders, including LifeStyle Homes, Homes by WestBay, Standard Pacific/Cal Atlantic Homes, Silliman Homes, Royal Oaks Homes, AV Homes, Lennar Homes, DR Horton Homes, M/I Homes, Taylor Morrison and Chicago-based Crown Development Group.

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