

The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.



MN DESIGN/BUILD REVIEW

Volume 12 : Issue 9

This month we're giving away five subscriptions to Better Homes & Gardens Magazine. Why? We're pretty excited about an upcoming article in the November 2012 issue featuring one of our projects and we want to celebrate! Read on to learn more and be sure to check out our new favorite design resource below: [HOZZ.com!](http://houzz.com)

IN THE NEWS: DIGIACOMO HOMES FEATURED IN BETTER HOMES & GARDENS

### Behind-the-Scenes: *Better Homes & Gardens* Photo Shoot



Ever wonder what it's like to shoot a gorgeous spread for one of the nation's top-selling home magazines? We found out last year when a crew from [Better Homes & Gardens](http://www.bhg.com) (BHG) Magazine visited Golden Valley to shoot one of our award-winning patios. (BHG magazine sells more than 7.6 million copies each month - more than Architectural Digest, Martha Stewart Living and House Beautiful combined!) The photos and story will appear in next month's magazine (November 2012). In the meantime, we thought you'd enjoy reading about what it took to move our patio story from concept to completion:

1. Minneapolis scout Heidi Pearson identifies a patio project from our website and pitches it to BHG magazine editors in spring 2011.
2. BHG editors consider a portfolio of projects from around the country during a two-day review. Our patio makes the cut and is selected for the magazine's November 2012 issue.
3. Stagers are assigned the task of shopping for props and other items to include as part of the patio feature. Photos of props are emailed to BHG editors for pre-approval.
4. Landscape designers are hired to invent fall garden color since the shoot is scheduled to take place in September - well before Mother Nature has cast her leaves in autumn brilliance. (Can you believe they trucked in a mature red maple in full fall color for the shoot? It's true.)
5. Homeowners, Joe and Kristi Druskin, are contacted by BHG stylists who coach them and their teen daughters in advance on dress, hair and makeup.
6. Photographers are flown in from Chicago the day before the shoot.
7. The morning of the shoot, colorful leaves are scattered across the grass, brilliant planters (from [Heidi's Lifestyle Gardens](#)) are distributed around the patio, jewel tone pillows (from [Crate & Barrel](#)) are arranged just so on the sofa and logs are readied in the stone fire pit. Coffees are ordered, cameras arranged and props re-arranged while the crew (and homeowners) wait for perfect natural lighting (six hours in this case).
8. A series of photos are taken and reviewed by editors on site before the "set" is disassembled and the crew goes home.
9. Back in the BHG office, final shots are selected by editors for the story and sent to a writer.
10. Homeowners and remodelers (that's us!) are interviewed by writer Barksdale Maynard about patio concept, design, construction and use.
11. BHG editors review the "copy," make refinements and then hand it off to a graphic designer along with photos.
12. The graphic designer transforms everyone's hard work into a gorgeous spread bursting with fall color.
13. Fourteen months later (really) the article appears in BHG Magazine!

It's a lengthy process that involves the talents of many people, not to mention patient homeowners (who broiled in their heavy wool sweaters and Ugg boots on a humid September day). Our sincerest thanks go out to Joe, Kristi, Eva and Sadie Druskin for their time and cheerful attitudes "on the set." We also thank scout Heidi Pearson and the BHG staff for choosing our project and making the story a success!

Look for the article in November's BHG Magazine or [contact us](#) for a chance to win a subscription to the magazine (first five to [email](#) Gigi will receive a one year subscription - include "BHG subscription" in subject line)!

[Photos of the project](#), taken in 2010 by local photographer [Paul Markert](#), are available at [www.designbuildmn.com](http://www.designbuildmn.com).

RESOURCE: HOUZZ WEBSITE

## Have You Heard About HOUZZ? Create an On-Going Remodel Ideabook



If you love decorating or are considering a remodel, check out the [HOUZZ website](#) for design ideas and products.

When working with clients during the design phase, we always suggest that they collect photos of favorite spaces - asking them to identify finishes that reflect their sense of style, a functional element that addresses a need or simply a pretty detail that they'd like to incorporate into the new space. This usually results in a pile of clippings from magazines or photocopies from books, etc. along with post-it notes and scribbles explaining what caught their eye.

This process of compiling and communicating ideas just got a whole lot easier. If you've never visited the HOUZZ website, we promise that it will become a new favorite - your go-to site for home furnishing, finish and design ideas. The site houses thousands of eye-candy photos contributed by architects, interior designers, builders and remodelers. Once on the site, you can create "idea books" - collections of favorite rooms or products (think light fixtures, tiles and even furniture) and organize them by project idea. It's possible to label each photo accordingly and to share the idea book on-line with friends, family or your design team. The last time we checked, there were over 728,000 photos available to search by room type, architectural style, product and/or professional. It's hard to come away uninspired.

Have fun and consider becoming a [follower of our company](#) (for more project updates) or "like" us on Facebook!

## CONTACT US



**DiGiacomo Homes & Renovation, Inc.** is an [award-winning](#), husband and wife, [design/build firm](#) that is honored to bring timeless beauty, value and sustainability to neighborhoods throughout the Twin Cities. For more than 20 years we have been invited by our clients to remodel existing homes and to build new in beloved neighborhoods such as Tyrol Hills, Linden Hills, Bell Oaks and many others. Our services include site analysis, architectural design, interior design and construction. As always, [contact us](#) with questions or to begin creating the home you want in the neighborhood you love!

Sincerely,

Rocky and Gigi DiGiacomo



612-710-7900  
[DiGiacomo Homes & Renovation, Inc.](#)  
License #20379958

[Join Our Mailing List!](#)

[Forward email](#)



Try it FREE today.

This email was sent to [rgdigiacomo@earthlink.net](mailto:rgdigiacomo@earthlink.net) by [info@designbuildmn.com](mailto:info@designbuildmn.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

DiGiacomo Homes & Renovation | 11655 Ridgemount Ave. W. | Minnetonka | MN | 55305