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# MAKING IT PERSONAL

BY BECKY GOSNELL • PHOTOS BY JOE WITTKOP

A NEUTRAL PALETTE AND MIX OF VINTAGE FURNISHINGS MAKE THIS EAST FAYETTEVILLE HOME A CHARMING AND COMFORTABLE HANGOUT FOR A FAMILY OF FIVE

Family Room



**H**owe and Brandi Roach fell in love with their East Fayetteville house the very first time they laid eyes on it in 2009. However, not wanting to jump into anything and knowing that the “house on the hill” was priced higher than they planned to spend on a home that still needed a little updating and personalizing, they continued their search – and even considered remodeling their current home. But, the attraction was simply too strong and the Roaches couldn’t shake the memory of the house. “We loved the exterior cottage-style of architecture... with its board and batten siding mixed with stone,” says Brandi.



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*The kitchen is a perfect example of balance between old and new. "The clean, crisp shaker-style kitchen with wood ceilings, combined with modern stainless steel appliances, delivers the charm I was hoping for and it's the place we hang out the most. The kids do homework on the bar while either Howe or I make dinner. Then we snuggle up and watch TV," says Brandi.*



So, though months had passed, Brandi went back to check on the home and, as it turned out, not only was the price lower but the now vacant home had suffered severe water damage – the perfect setup for new homeowners to completely remodel it to their liking. “It was sad to see the house I had fallen in love with in such disrepair. But, really, we were fortunate that there had been so much damage to the interior before we bought it,” Brandi says. “It gave us an excuse to completely redesign the inside of the home to match the exterior and make it our own.”



Howe and Brandi Roach with Anna, Sam and Griffin

After purchasing the home, a six-month renovation project began and Howe and Brandi made two key phone calls: one to builder Preston Bacon and another to interior designer Pam Nolen. “I knew exactly what I wanted from years and years of collecting ripped-out magazine pages...my entire family makes fun of me for my magazine fetish,” Brandi laughs. But, her stack of pages proved to be invaluable when it came to nailing the desired look and helping her easily convey her design goals to both builder and designer.

Her goals were clear: Create a cozy home that would showcase the collections of family pieces and treasures, keep the feel casual and elegant, and use their existing furniture. Pam says that they accomplished the look by grouping like objects, painting most of the older furniture and keeping the color palette to whites and neutrals – with touches of color. “If I had to pinpoint Brandi’s style, I would call it a collected, simple elegance with a hint of Nantucket,” says Pam. “Keeping the neutral palette allowed us to combine several eras of her collected pieces without compromising the simplicity and elegance.”





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Revamped Telephone Desk in Anna's Room



Master Bedroom



Master Bathroom

Howe and Brandi have both always had an affinity for historic homes — being especially drawn to their warmth and the innate memories they seem to contain — and were pleased to be able to incorporate that look and feel into their newer-built home by using good design as well as much of the furniture they already owned. “There is a story behind most of the furnishings we have in the house,” Brandi explains. “I love surrounding myself with things that have meaning...Pam understood that and made it happen in the paint and décor. And, because we had a well-defined vision from the beginning, Preston was able to work on the details of the house that give it its charm – he replicated the old-fashioned look I wanted by using new materials.”

Brandi laughs and adds that she knows her style doesn't follow a particular formula. “I guess you could say that my style is: Nantucket cottage meets Paris flea market.” She continues, “We used vintage chandeliers and mirrors throughout the home that have been collected over the years from various flea markets, antique stores and even eBay and Craigslist.”

## HOME PROS USED

Interior Design: Pam Nolen, **Pam Designs**, Northwest Arkansas

Builder: **Preston & Company**, Rogers

Décor/Furnishings: **I.O. Metro**, Fayetteville and Bentonville; **Lighting Emporium**, Springdale; **Precious Cargo**, Fayetteville; **Tuesday Morning**, Fayetteville and Rogers

Drapes/Fabric: **Fabric Gallery**, Springdale; **Interior Fabrics & Design**, Fayetteville; **Callista Creations**, online

Flooring: **Tom January Floors, Inc.**, Fayetteville; **Dramis Hardwood Floors**, Fayetteville

Kitchen Cabinets: **Verser Cabinet Shop**, Rogers

Marble/Granite: **JHE Granite**, Noel, Mo.; **Cowdrey Granite Fabrication**, Noel, Mo.

Painting: **Del's Custom Painting**, Stillwell, Okla.

Plumber: **Russell Plumbing, Inc.**, Northwest Arkansas

Plumbing Fixtures: **Plumb Perfect**, Springdale

Upholstery: **Roger Fletcher**, Northwest Arkansas



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After living in their home for just less than a year, Howe, Brandi and their three children all agree that it is truly their dream home...perfect for family life. "We think the house definitely says, 'Come on in and stay for awhile!' – just what we hoped for," says Brandi. "It's a very cozy home that draws you in and immediately makes you feel welcome. The collected items let guests know that there's a story to be told. It's a combination that makes you want to stay!" ■



Griffin's Room



Anna's Room

*The Roaches' children each helped to guide the individual look of their rooms. In keeping with the mixing of eras as in the rest of the home, Griffin's dog-themed room is carried out with the use of vintage paint-by-number works of dogs as well as old ceramic dog figurines.*



Hearth Room



Sam's Room

*For the girls' rooms, Pam and Brandi mixed sweet vintage elements with fun and funky touches. "We used black and white zebra print fabrics along with gingham and damask mixed with hot pink in Sam's room, and in Anna's room we paired a shaggy rug and upholstery with gold mirrors and a fancy chandelier," Brandi says.*



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