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DWELL® Launches the Dwell Homes Collection

22 June 2009 – Today, San Francisco-based media company Dwell unveils the next phase of the Dwell Homes Collection, the newest addition in the world of modern prefab construction. By teaming with architects and prefab factories, the Dwell Homes Collection is a series of sustainable and standardized modern prefab homes. Partnering with Lindal Cedar Homes and Marmol Radziner Prefab, Dwell will make the most of the advantages modern prefab has to offer in terms of design, cost-effectiveness, and sustainability.

Dwell and Lindal Cedar Homes have tapped Joel Turkel of Turkel Designs, a veteran prefab architect, to design three new architectural designs that will be manufactured through the partnership with Lindal Cedar Homes known for their experience building environmentally responsive houses of natural materials. The Lindal/Turkel design team will also offer clients a custom home option in the Dwell Homes spirit. The partnership between Lindal and Turkel has already won them accolades as one of the 2009 Design 100, the best designed green products by Time Magazine (May 2009).

Dwell has also enlisted Marmol Radziner Prefab, the cutting-edge prefab designers, who will unveil a new design system created especially for the Dwell Homes Collection. The homes will be stylish, modern, and expertly built in a factory, and delivered complete to the site. Available in a range of six standardized configurations, the Marmol Radziner Prefab Skyline series is the embodiment of green, modern living. Marmol Radziner Prefab has been honored with awards, including IDEA, sponsored by BusinessWeek, and American Institute of Architects/Los Angeles.

The Dwell Homes Collection will be officially unveiled at the Dwell on Design conference from June 26-28th in Los Angeles. Homeowners can purchase the Turkel Designs and customize their space along with the design team. Dwell will then connect buyers with local builders so their dream homes will be a reality. Marmol Radziner Prefab' homes, are standardized models that vary in price based on the design, size, location, and condition of the property site.

Michela O'Connor Abrams, President and Publisher of Dwell comments, "Dwell has always been dedicated to being at the forefront of good design; sustainability and innovation are basic tenets of that mission. The Dwell Homes Collection brings prefab to new levels by providing every owner the opportunity to build a modern home that realizes their individual taste and vision."

"Our partnership with Dwell will offer homeowners greater access to a sustainable, cost-efficient and inspired modern lifestyle," says Marmol Radziner Principal Leo Marmol. "This is particularly exciting today, as standardized designs help to reduce costs."

When Lindal Cedar Homes purposefully decided to reach out to a new generation of homebuilding consumers with fresh and efficient modern architecture provided through a decidedly modern and predictable process, Turkel Designs' experience and passion for manufactured housing was a natural fit", according to Michael Harris, Lindal Cedar Homes CEO. "Each of us has enjoyed working with many Dwell subscribers and our collaboration for the Dwell Homes Collection seems like the logical next step in our business plans."

Early in Dwell's history, the company hosted a design invitational for architects to plan a home that could be built for \$200,000. The winning design was by Resolution: 4 Architects and was then built in North Carolina in 2004. In 2005, Dwell partnered with three more architects and an established manufacturer to bring modern prefab to its audience. Championing the power of good design and broadening the prefab concept beyond the norm, continues to bring innovations to the market.

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About DWELL

Dwell was created in 2000 to expand perceptions of modern design and champion an aesthetic that is idea-driven and sensitive to social and physical surroundings. Today Dwell's enduring passion for "bringing good design to everyone" across multiple platforms has redefined what it means to be At Home in the Modern World.

About LINDAL CEDAR HOMES

For nearly sixty five years Lindal Cedar Homes has been a leader in the manufactured housing industry. The cornerstones of the Lindal brand are its refined post and beam building system which carries the industries only lifetime structural warranty; its proprietary Signature Products and engineered components; its tradition of innovation that includes over 20 construction technology patents; and its longstanding tradition of environmental responsibility including a reforestation program begun nearly 20 years ago.

Classic Lindal designs feature walls of glass and the warmth of the exposed wood structure, windows and doors, and trim work, combine to create a relaxing ambience. With the introduction of the modern Turkel Design Lindals, the Lindal building system creates its own variation on the theme, "warm modern."

Lindal Cedar Homes clients work with independent Lindal dealers located throughout North America and in several international locations. Lindal dealers are specially trained, and many are experts on local and regional codes and building practices. Lindal is the first building system to be certified green by the NAHB, and many Lindal dealers are certified Green Professionals. Lindal is currently promoting certified green homes through its Lindal Green Coast to Coast program.

About TURKEL DESIGN

The architectural practice of Turkel Design is dedicated to designing residences that are delivered through pre-engineered building systems and to using those building systems as platforms for planning and construction innovations.

From 1999 to 2007 firm principal Joel Turkel served as the Creative Director of Empyrean Architecture Planning and Fabrication. In 2003, he played a key role in the development of the Dwell Homes by Empyrean, a collaboration between Lazor Office, Resolution 4: Architecture and Dwell magazine. Turkel created the NextHouse, a series of prefabricated modern homes for that collaboration. Turkel has completed single and multi family residential work throughout the United States and in several international locations.

Joel Turkel earned a bachelor of environmental studies from the University of Manitoba, and a masters of architecture from the Massachusetts Institute of Technology. He is a recipient of the Marvin E. Goody prize in architecture for his work on prefabricated residential building systems.

About MARMOL RADZINER PREFAB

Established in 2005, Marmol Radziner Prefab creates modular, prefabricated homes that facilitate a warm, modern lifestyle. Born from Marmol Radziner and Associates' eighteen-year history of award winning design, Marmol Radziner Prefab combines the quality of custom residential design with the efficiency of factory-built construction, reducing the time required to build a home. Stylish, efficient, and sustainable, Marmol Radziner Prefab is changing the way modern luxury homes are built. Its work has been featured in, *Architectural Digest*, *Dwell*, and *New York Times*. Visit www.marmolradzinerprefab.com

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