

THE HOME AND REAL ESTATE MAGAZINE FOR SMARTER LIVINGSM

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Towering Aspirations

K.HOVNANIAN'S 77 HUDSON IN JERSEY CITY
ASPIRES TO OFFER MANHATTAN-STYLE LIVING. **p30**

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DRAMATIC NEW YORK CITY SKYLINE VIEWS
ARE VISIBLE FROM NEARLY THREE QUARTERS
OF THE CONDOMINIUM HOMES AT
77 HUDSON IN JERSEY CITY.

*We do not inherit the earth from our ancestors.
We borrow it from our children.*

— Ancient Native American Proverb



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HISTORICALLY INSPIRED ... HISTORICALLY GREEN™

A WHOLE NEW WORLD

New World Home combines sustainable technology with inspired designs to change the public perception of modular homes.

BY LINDSAY SUCHOW; PHOTOGRAPHS PROVIDED



CLOCKWISE FROM LEFT: A WELCOMING DEN LEADS INTO A COZY DINING ROOM IN NEW WORLD HOME'S COLONIAL-STYLE MODULAR HOME IN JEFFERSONVILLE, STRIVING FOR LEED PLATINUM CERTIFICATION; THE MASTER BEDROOM IS FILLED WITH NATURAL LIGHT AND MAKES FOR EXCELLENT VIEWS OF NATURE; FLOOR PLANS FOR THE "CARSON WITH ADDITION."

Atop a picturesque hill on a quiet country road in Jeffersonville lies a 2,417-square foot colonial-style home. A sprawling front porch is adorned with a swinging bench and rocking chairs. The air inside is cool and crisp; the rooms splashed with natural light; the décor rustic and rural, with a lived-in comfortable feel.

It's not exactly the image that comes to mind when one thinks of a modular home. And that's precisely what the co-founders of New World Home, Mark Jupiter and Tyler Schmetterer, are looking to change.

Schmetterer and Jupiter, born-and-bred New Yorkers and best friends for almost 25 years, one day reached a daunting conclusion during a casual conversation on a boat ride: the way in which modern homes are built is utterly "backwards."

"It's just antiquated, ineffective, inefficient, incredibly wasteful..." Jupiter says of conventional home building. "But yet certain aspects of it we really liked," particularly the ways in which homes were sited, taking things like south-facing windows and doorways conducive to airflow into consideration.

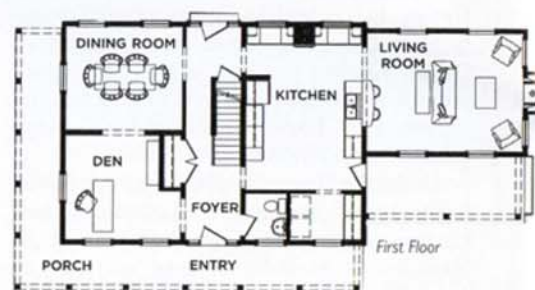
Houses, Schmetterer and Jupiter add, are also the only products manufactured outdoors, which they feel is unnecessary since "building inside a factory just makes sense for anything," Schmetterer says.

And so, a desire to combine historic design and architecture with sustainable products and methods coaxed the birth of New World Home—"Historically Inspired, Historically Green," as its tagline proclaims.

"Tyler and I don't really think small—we really wanted to create a true housing solution and not just build 15 houses a year in our neighborhood," Jupiter says. "We wanted to make a better home, and combining historic design with green products and practices built within a factory—based on the research we had done [about two years' worth, according to Schmetterer]—had never been done before, and seemed like the perfect solution we were looking for."

The Jeffersonville home, on track to achieve LEED for Home Platinum certification (pending the installation of solar panels, which are visibly coming to fruition), is thoroughly and intricately green, which

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reflects what Schmetterer calls "the founding principle of the company." While a code-built house has a home energy rating mandate of 100, and an Energy Star-rated home a mandate of 85, New World Home houses start at 50, says Jupiter (like golf, the lower your score, the better).

New World Home has already hit a LEED Platinum milestone in Georgia's East Cobb County, where the company erected the state's very first factory-built home to achieve such designation.

The Jeffersonville home's paints and finishes are free of formaldehydes and volatile organic compounds, and bathrooms are equipped with dual-flush toilets and low-flow sinks and showerheads. Solar tubes bring light to windowless rooms like the bathroom, and all lighting otherwise is compact fluorescent. Kitchen appliances are Energy Star rated (ditto for exterior doors). On a warm summer afternoon, the home is cool without the help of AC, thanks to a super tight spray-foam insulated envelope. In the basement sits a tankless water heater and a super-efficient boiler; each appliance also has its own individual hot-and-cold feeds.

The concept of sustainable, good-looking modular homes was also a way to break the stereotype associated with these traditionally unattractive units: "There's a stigma associated with modular, and rightfully so," says Schmetterer. "If you look at the historical track record of modular solutions out there, they've really been horrible. A lot of vinyl siding, uninspired designs—they've just kind of been cranking out generic boxes for decades."

All of New World Home's houses are historically inspired, with styles such as colonial, cape, Georgian, and Greek revival. Each design is named after an environmental figure in history, i.e., the "Buckminster," named after R. Buckminster Fuller; the "Burroughs," after John; and the "Emerson," after Ralph Waldo.

The home in Jeffersonville is the "Carson with addition," named after famed environmentalist Rachel Carson. New England colonial in design, it contains four bedrooms and two-and-a-half bathrooms with eight-foot ceilings. Thanks to the "addition" portion of this style, the kitchen leads into a charming family room with a fireplace; the addition also makes for some extra front porch space.

The company prides itself in the speed with which its homes are erected. Since these "New Old Green Modulars"—NOGMs, as the cofounders fondly refer to them—are made in a factory, a home can be produced, transported, and put up in just 60 to 90 days.

They're also competitively priced with conventional homes—the price range of a NOGM starts between \$105 and \$145 per square foot. The company says the lion's share of its homes are completed for between \$150 and \$200 per square foot, not including land (the Jeffersonville house is on the market for \$447,000, with five acres and an option to buy an additional 15).

Jupiter says about half of New World Home's

prospects have already obtained land, while Schmetterer adds that the company also works with developers looking to subdivide. "We're not in the land business, per se, but we can help facilitate if necessary," he says.

As self-proclaimed addicts of New York, it looks as if the sky's the limit with the company's future in the Empire State. With two houses in New York and one already sold, New World Home's immediate focus lies in the Hamptons of Long Island, with future sights set on Red Hook, Dutchess County. The opening of a sales center in the Hudson Valley is also in the works. ■

Resource List

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newworldhome.net

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(800) 718-2255; zipwall.com

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merillat.com

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benjaminmoore.com

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majesticproducts.com

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METAL ROOFING

FABRAL
(800) 477-2741 or (800) 884-4484; fabral.com

"There's a stigma associated with modular, and rightfully so...they've just kind of been cranking out generic boxes for decades."

—Tyler Schmetterer,
New World Home



FROM TOP: NEW WORLD HOME'S MODULAR HOUSE IN JEFFERSONVILLE IS SLATED FOR LEED PLATINUM CERTIFICATION; HOMES ARE PRODUCED, TRANSPORTED, AND SET IN 60 TO 90 DAYS.