



THE RUE
SHOWHOUSE
AT
SERENBE

INTERIOR DESIGN BY THE DESIGNERY
PHOTOGRAPHY BY JONAS JUNGLBLUT
BUILDER: 1023 CONSTRUCTION



Ryan Foxx, Courtney Shearer, and Keri Perry of The Designery

We take you to the idyllic Georgia community of Serenbe, where the doors have officially opened to our very first showhouse.



"You see the kitchen as soon as you enter the home from either door, so we knew we wanted this space to really anchor the first floor as a showpiece," Courtney says. The space is outfitted with high-end appliances by Sharp.

"We kept the cabinetry light but textural with Oat Slab cabinetry from BOXI. We integrated a tall pantry and worked to capture as much storage as possible so we could forgo wall cabinets" Courtney says. An inky-blue countertop (Hidden Space by Wilsonart) adds a dose of drama. "To us, the cherry on top was the shallow-depth shelf we incorporated out of the same countertop material to hold artwork and small pieces of pottery."



The artful Mara Pendant by Hinkley adds a modern organic California-inspired vibe to the primary bedroom.

COMPLEMENTARY COMFORT

"We love the way the primary bedroom turned out," Courtney shares. "The upholstered bed by Universal Furniture filled the wall so nicely and the cool pendants from Hinkley added some unexpected flair."

THE NAME "SERENBE" COMES FROM

the union of two words: serenity and be. It sounds almost too idyllic, but as soon as you arrive at the growing community—which is just outside of Atlanta, Georgia—it makes perfect sense. Founders Steve Nygren and Marie Lupo Nygren believe that "if you want to change the world, start in your own backyard." So that's exactly what they did.

It's been two decades since Steve and Marie first visited the area and realized that the stunning rural landscape of the Chattahoochee Hill Country was where they wanted to be full time. The first house at Serenbe was built in 2004, and today the community is home to over 650 residents—and boasts nearly 300,000 visitors a year. The award-winning biophilic community is an example of "new urbanism," a neighborhood that connects people to nature and each other, with a focus on overall well-being. Think walkable businesses, locally grown food, and plenty of fresh air. It's the perfect place for the first-ever RUE showhouse—a stunning space that highlights our favorite products, from exquisite lighting and rugs to cutting-edge appliances.

"The booming new construction growth tucked into natural surroundings less than an hour from the city of Atlanta make Serenbe

Universal Furniture's sleek Ligon Bench is placed at the foot of the bed, adding a soft but sculptural detail.





Serenbe is all about connecting with nature, so outdoor living was key. The courtyard features pieces from Universal Furniture's Coastal Living collection, including the Chesapeake Round Dining Table and Del Mar Dining Chairs.



Universal's Marcel Console Table adds a strongly angled statement piece to the living space, which is clad in Inkwell by Sherwin-Williams.



"We styled the main floor bedroom as an office and really loved the way this room came together," Courtney says. "The art and Jaipur Living rug make this room so inviting and cool."

ARTFUL LIVING
From top to bottom, inside and out, all of the pieces were selected with form AND function in mind. Most of the walls are painted in White Dove by Sherwin-Williams, allowing the unique details to shine. Now the 300,000 visitors who come to Serenbe every year have a home to tour, be inspired by, and take photos to post all over their social media feeds.

Jaipur Living rugs add comfort underfoot to each room of the house. The felted Borderland collection (below) achieves the classic hair-on-hide look with an eco-friendly and cruelty-free construction.



Hinkley's Delfina sconce offers romantic lighting, but the boldly elegant steel ribbon feels more like an art piece.

unique and special," says Courtney Shearer, founder of The Designery and lead designer for this space. Courtney and her team, Keri Perry and Ryan Foxx, along with 1023 Construction, saw the project through—from dirt to the final touches.

"When working on a showhouse-type space we always want to get creative, try new things, and generate visual pops," Courtney explains, "while simultaneously creating a space that will appeal to a lot of different aesthetics." Playing off the natural light that floods the space each day, they created a clean, "museum-esque" vibe, with moody colors adding an unexpected punch of interest and drama. "We are often tasked with working within parameters whether that be budget or vendors, lucky for us the vendors associated with this project had so many amazing options to choose from," Courtney says. "The hardest part was narrowing them down."



Lamps from Regina Andrew Detroit offer mood lighting throughout the space. The guest bedroom features a pair of the Dayton Ceramic Table Lamps.



Two undermounted appliances from Sharp—a built-in steam oven and microwave drawer—blend right in.