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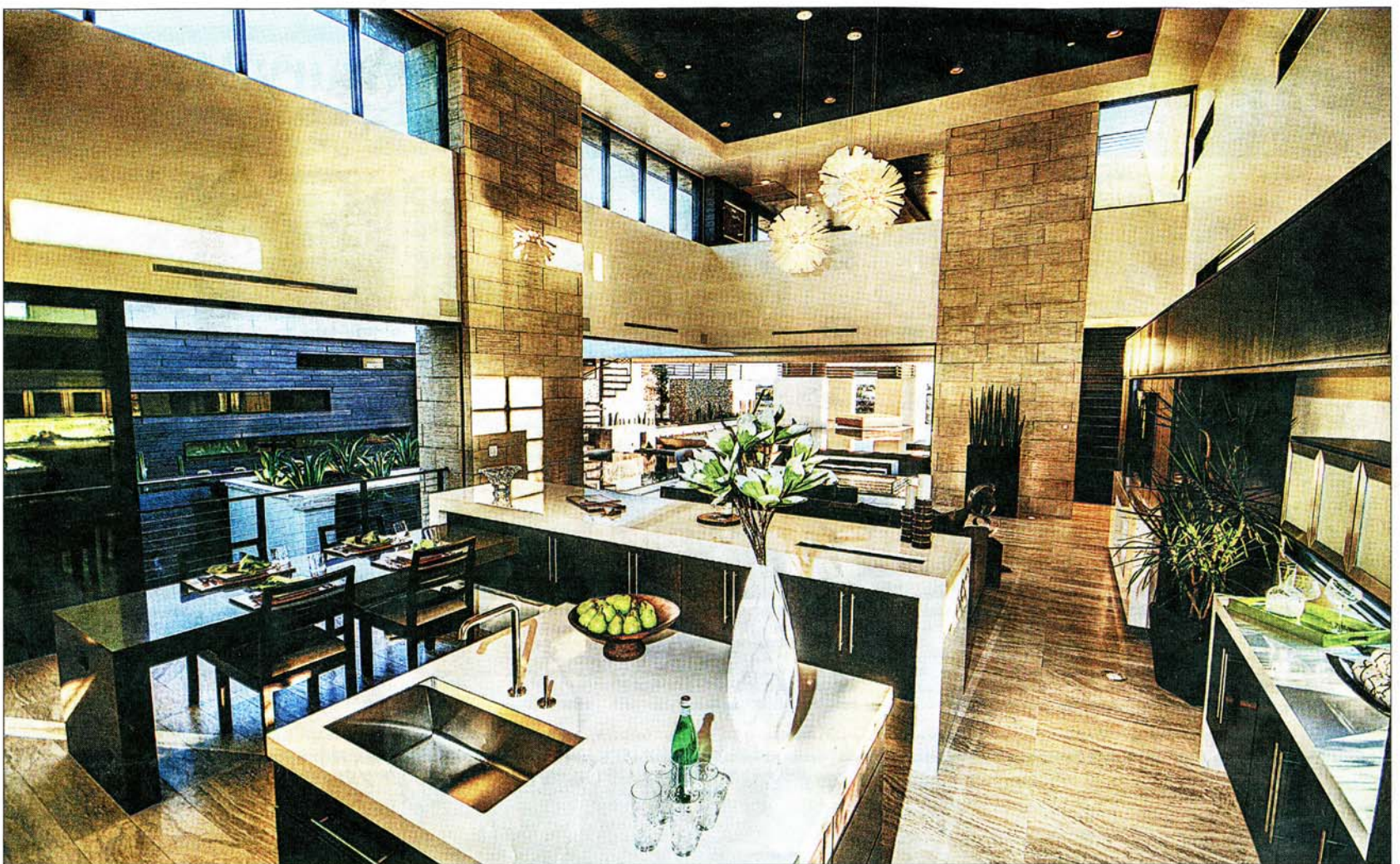
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American beauty

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PHOTOS BY JAMES SCOLARI

A nearly 48-foot run of cabinetry redefines the living space by unifying the kitchen and great room. The kitchen captures the current trend of two-tone design.

New American Home 2013

House showcases technology and design on the cutting edge

BY JOHN HANDLEY | Special to the Tribune

LAS VEGAS — Rock stars and professional athletes would probably jump at the chance to live in this ultramodern home. Located a few minutes' drive from the Las Vegas Strip, it's a glitzy multilevel house — big enough to entertain 300 of your closest friends.

That's just part of the story. This is a serious house built for a serious purpose.

Called the New American Home 2013, its mission is to demonstrate everything cutting edge in the residential realm — from energy efficiency to high-tech gadgets.

Built as a model for the International Builders' Show, the home offers builders, remodelers, architects, interior designers and other housing industry professionals an advance look at new products, design trends and construction technologies that will shape the industry in the coming years.

"The New American Home is ahead of the curve. It is innovative, with all the latest bells and whistles," said John Ted Mahoney, chairman of the New American Home task force. "Its purpose is to test-drive products, concepts, materials and construction techniques."

Many attendees had this reaction: "I like it, but it doesn't feel like any house I've ever walked through."

Designed and built by Las Vegas-based Blue Heron in desert contemporary style, the home's 6,712 square feet are spread over four levels. Forget traditional floor plans. The layout is so open that it's difficult to identify spaces with the usual room names.

Not only did the Blue Heron team think outside the box, it created a new look for the box.