

# MOCERI

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*Michigan's Legendary Dream Builder*

# NEWS

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## PRESENTING SPONSOR ANNOUNCED FOR 2014 ULTIMATE HOMEARAMA®

**Oakland Township, MI - July 11, 2014** - The Home Builders Association of Southeastern Michigan (HBA) is proud to announce that Gorman's Home Furnishings & Interior Design has been designated presenting sponsor for the first Homearama® celebration in more than a decade. Michael Stoskopf, CEO of the HBA commented, "We are extremely excited that Gorman's will be playing such a significant role in the event."

The event will be hosted at the spectacular new Pinnacle luxury estate home community developed by Mocerri, located off the north side of Silverbell Road, east of Adams Road in Oakland Township, MI. Pinnacle is majestic in every detail, from its grand entry walls, to its original sculptures, to its amazing water features and iron work. No detail has been overlooked. The crème de la crème at the 2014 Ultimate Homearama® will be the six residential masterpieces, built by Arteva Homes, Cranbook Custom Homes, MJC Companies, and Mocerri Homes, all lavishly decorated and landscaped by some of the nation's top professionals. The public will have the opportunity to see all the one-of-a-kind concepts found in the \$2.8 - \$4 million custom homes through self guided tours.

The Ultimate Homearama® will be launched with a gala Charity Preview Party on Wednesday, August 27, 2014, from 6:00 p.m. until 10:00 p.m. All ticket proceeds will be donated to Rainbow Connection and Habitat for Humanity of Oakland County. The event will be open to the public from August 29, 2014 (Labor Day weekend) through September 14, 2014. Hours are 11:00 a.m. until 9:00 p.m., Monday through Saturday and 12:00 p.m. until 9:00 p.m. on Sunday. Tickets and information are available at [UltimateHomearama.com](http://UltimateHomearama.com).

"The Ultimate Homearama® is more than just a way for designers and builders to exhibit their creativity and skill," said Tom Lias, Gorman's president and COO. "Gorman's has partnered with Mocerri Homes and Dominick Tringali's Architectural Collection to tie together the elegance of their three dream homes by adding our exceptional interior design and home furnishings to create the pièce de résistance."

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A team of Gorman's designers conceptualized and will bring to life three distinctive lifestyles to complement each of the Mocerri/Tringali homes: New Traditional, Collected, and Transitional. Construction of all six multi-million dollar homes is nearing completion.

The Ultimate Homearama® has also attracted the attention of several other high-profile sponsors. Along with Gorman's Home Furnishings & Interior Design, Detroit Media Partnership, XFINITY®, and many more. "It's a privilege to be part of the Ultimate Homearama®," said Tom Lias. "What it represents – quality, beauty, innovation – is exactly what Gorman's brings to every project. A person's home is the most important place on earth, and the Ultimate Homearama® is a celebration of that fact," he commented.

"The Ultimate Homearama® is a recognized symbol of excellence in the housing industry, showcasing some of the most beautiful homes and communities in the area," stated Stoskopf. "Bringing the Dream Home is the event's theme because it offers something for everyone. Many will come looking for the right builder or for fresh decorating and interior design ideas; and some will also be looking to buy a home. The Ultimate Homearama® is also a great event for those who just want an entertaining experience and the opportunity to see what their dream home might one day look like."

"All six homes will exhibit the latest trends in design, construction, and technology including professional-grade kitchens, spa-style master retreats, spectacular exterior and interior water features, idyllic landscapes, unique outdoor living experiences, theater-quality home entertainment systems, tasting rooms, original-themed Man Caves, and more surprises around every corner," commented, Dominick Tringali, architect for the three Mocerri homes.

"This year, Homearama® is more than just a home showcase," Stoskopf said. "It's a tangible sign that our region is growing again. It's not just Oakland County or new construction. This is about all of Michigan and our entire economy recovering and gaining momentum."

*Additional information may be found at [www.UltimateHomearama.com](http://www.UltimateHomearama.com)*

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### **About Gorman's Home Furnishings & Interior Design**

Gorman's Home Furnishings & Interior Design offers a unique single-source advantage, delivering all the turnkey solutions required to personalize and customize design projects of any size or complexity. Gorman's features over 100 leading brands in home furnishings, along with custom window treatments and area rugs, flooring, lighting, and an unlimited selection of fabrics. Gorman's showcases Michigan's largest high-quality accent pieces and total design service from floor plans to installation. The company has 50 designers on staff, and is Michigan's only locally owned design firm with 75 years of operation. The company has a well-established reputation built on its unwavering commitment to quality merchandise and quality design - at the best values - regardless of the price point. Gorman's Home Furnishings & Interior Design showrooms are conveniently located in Shelby Township, Novi, Southfield, Troy, and Grand Rapids. For additional information visit [Gormans.com](http://Gormans.com).

### **About Home Builders Association of Southeastern Michigan (HBA)**

Headquartered in West Bloomfield, Home Builders Association of Southeastern Michigan (HBA) is a trade association representing over 750 builders, remodelers, multi-family property owners, developers and suppliers to the single family and multi-family residential construction industry. HBA is affiliated with the Home Builders Association of Michigan in Lansing and the National Association of Home Builders in Washington, D.C. Membership nationwide includes more than 175,000 individuals and companies.



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To access photos in high resolution, visit [www.builders.org/2014-homearama.php](http://www.builders.org/2014-homearama.php)



Dining Room from Gorman's "New Traditional" home. "New Traditional" lifestyle is today's traditional—lighter, softer and cleaner with updated colors and fabrics.



Living room from Gorman's "Transitional" home. Starting out or starting over, this interior will show you how to furnish your home with great style and great value.



Bedroom furnishings from Gorman's "California Collected" home. Everything in this home is different, unique and speaks to a life of worldly travels.



Gorman's Home Furnishings & Interior Design President Tom Lias and two of Gorman's design team members Dawn Newkirk and Melissa Smith discuss accent and fabric selection for the upcoming Homearama show homes.

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