

Tobias Design: Leaders in Home Design

There's being influential and there's being so influential that the most influential website in home design recognizes you for what you bring to the field.

To wit, Tobias Design, Lisa Tobias' award-winning kitchen and bath design firm, has earned the coveted Influencer and Recommended badges from Houzz.com, the top outlet for home remodeling and design in the world. Influencer badges go to kitchen design professionals whose advice and knowledgeable posts are most appreciated by the Houzz community. The Recommended badge goes only to the top-rated design professionals on Houzz.

This is the second year that Tobias Design has been recognized by Houzz; previously it received the "Best of Houzz" in 2014 and 2015.

So what does this mean? Well, for starters, it means Tobias knows what she's talking about when it comes to making over kitchens and baths. For another, it means that when people want ideas for their homes or designers need inspiration, they turn to Houzz and often find Tobias' thoughts, visions, and ideas at the heart of the site.

But it also means Tobias has a keen eye for trends and what is considered contemporary. And according to Tobias, the watchwords right now are clean and simple.

"In the Northeast, we're seeing a trend away from fussy," she says. Those ornate, carved cabinet doors and country-kitchen pieces that have defined so many homes in the Northeast outside Manhattan are giving way to cleaner lines, simpler, often white, cabinets without the heavy carvings and appliques, and brighter, more Zen colors, often with a pop in the backsplash.



The driving force behind this change in design sensibilities is Millennial buying power, Tobias says. Though many might still think of Millennials as kids, these kids are now in their 30s with families of their own and an increasing purchasing power. And from what Tobias has seen, Millennials don't want their homes to look like their grandparents' places. They want clean, elegant, and simple in the West Coast sensibility, where open floor plans and casual decor invite you to hang and take it easy, rather than make you feel as if you can't touch anything.

Millennials also eschew the McMansion-style homes so coveted by young professionals a decade or two ago. They want smaller, easier to manage, and cozier, without the old-school definition of what cozy meant.

"Thirty-somethings like smaller spaces, but without the feel of enclosed small rooms," Tobias says. "They want cleaner spaces that are more open."

In other words, they want their homes to be what it should be — inviting. Livable. Home.

Call Tobias Design at 609-466-1445 to see how Lisa Tobias and her staff can make your dream home a reality.