

Creating the Entry Experience





The Entry Experience

As a Builder or Realtor, you know the Entry Experience is a key factor in selling homes. The most important influence in the buyers mind is the first 30 seconds. We talk about the value of “curb appeal”. Curb appeals next step is opening the door and “WOW”.

Let’s raise the bar and think about stirring emotions when that door is opened. What will it take to engage a visitor in the space, make them want to STOP and stay a while?

In this day when we are all trying to find ways to increase our homes declining value, creating an Entry Experience may just be the low hanging fruit we can benefit from.

The Space

Is each wall laid out for it’s fullest opportunity

A photographer looks thru a camera lenses to see what an image looks like in that view. In the same way a designer should draw out each wall on a piece of paper and position all the eliminates of it’s design. The perspective of design looking at each wall independently will greatly point out issue and opportunities to create the best design.

Pull the eye into the room

Determine where the persons will be standing /entering the room. What are they looking at from each vantage point? Is it interesting? Are there simple ways to pull their eye to interesting features. Hint: some interesting stair features follow!

A reason to stop: chair, table

Engage the person physically. A chair or bench, to stop and rest, or a table to page thru an interesting book while they wait.

Color

Color is a hugely emotional factor in room design. Color alone can make stir strong feelings. If you are designing the room for yourself, color choice may be easy. Designing it for sale, a bit more challenging. There is a lot of information available on color that you may want to research further as you work thru your design project.

Material and Finishes

Material and finishes are perhaps the next most emotional issues in room design after color. Highly polished finishes to shabby chick can get strong reactions. One of the most well designed beautiful stairs we did – is highly admired, but also nick names the “ice palace”.

Details

- ❑ What pulls me in - to take a closer look at

Does it leave it’s mark?

- ❑ What will I remember when I leave

Here is simple check list is designed to ask the right questions to help you think of how your space interacts and stirs emotions of the visitors.

Entry Experience Audit Check List

The Space

- ☐ Pull the eye into the room
- ☐ Is each wall laid out for it's fullest opportunity
- ☐ A reason to stop: chair, table

Color

- ☐ adds to the space (depth or warmth)

Material and Finishes

- ☐ do they look 'current' to they look 'rich'

Details

- ☐ What pulls me in - to take a closer look at

Does it leave it's mark?

- ☐ What will I remember when I leave

There are many ways to add interest and details to your stair.

The design details here will separate your stair design from the rest.

The Start of the Stair; Where the eye naturally begins

Oversized Starting Newel

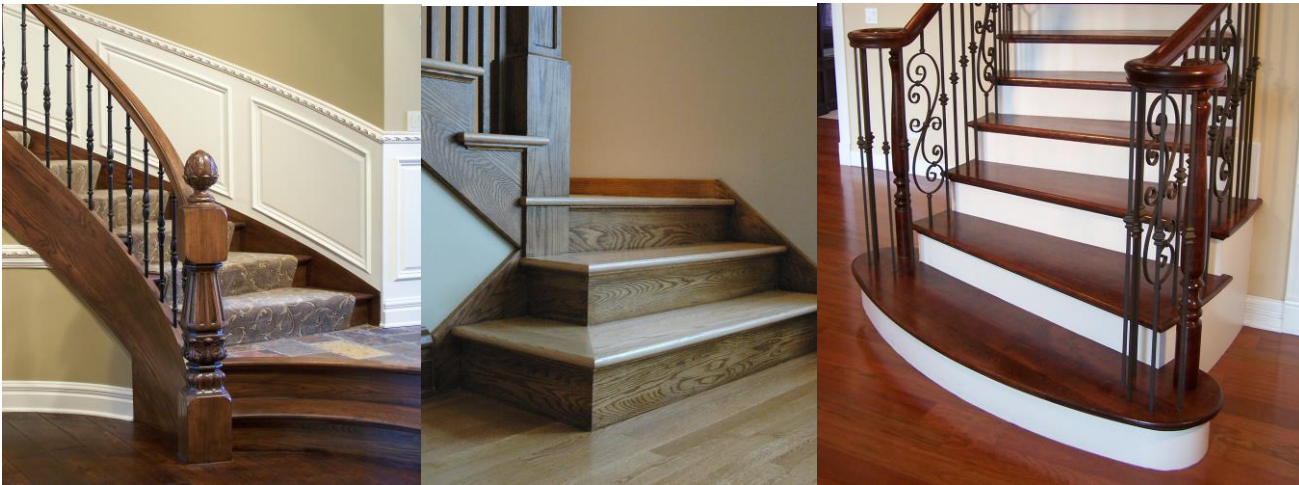
You can spend a more on a spectacular starting newel, and use a more basic newel elsewhere.

Stacked Starting Treads

Stacked starting treads add strong custom detail, and may not even increase your overall cost. Typically rail and a newel at the start are eliminated to feature the tread.

Bowed Starting Tread and Riser

Bowing a tread and riser adds quite a bit of elegance in a small space and at a small cost.



Stringer Brackets or special stringer trim

Stringer Brackets

Stringer Brackets add old world elegance and grandeur.

Picture Frame Molding

Adding picture frame style molding on a stringer adds a lot of detail and interest at a reasonable cost. This can be applied at the time of stair installation, or added anytime you want to dress up your stair.

Panel Trim and Molding

Trimming out the stringer with panel trim is like a putting on your finest. The detailing can go from simple to the most ornate designs.



Baluster Spacing, Grouping and Patterns

Spacing and grouping balusters has endless possibilities. Whether you are using a plain square baluster or the most ornate baluster, attention to this detail will bring a “pow” stronger than perhaps any other design feature of your stair. The possibilities are endless.

Tightening up spacing, can have significant cost, as you may be doubling or tripling the quantity of balusters used, while creating a pattern or inserting a panel can typically be achieved for a most increase in cost.

