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\$ 9.95 A SUNDAY PUBLICATION | LUXE SOURCE®

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NOV/DEC 2021 | DISPLAY UNTIL 01/10/22



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GROUNDBREAKERS

Groundbreaker, innovator, pioneer—no matter the term, the people, products, companies and concepts on the following pages have made an indelible imprint on their respective fields. From striking aesthetics and unique perspectives to signature skills and materials that make their mark, these groundbreakers all share one mission: to inspire and aspire. Mastering their “it” factor to leave a lasting legacy in the world of design.

GROUNDBREAKERS | SOUTHEAST



"For 40 years, we've been steadily focused on **making meaningful homes for families** throughout the southeastern mountains."

MOUNTAIN MUST-HAVES

Every PLATT project brings humility, simplicity and service, and all of the following design tenets:

- Sensitive planning
- Indigenous materials
- Captured views
- Abundant daylight
- Simple comforts
- Sustainable practices



SIMULATIONS + SHOWROOMS

PLATT has been creating homes for families throughout the Southern Appalachian Highlands and beyond for four decades, and the firm is always looking for new ways to expand its offerings. As an early adopter of **virtual reality**, PLATT gives clients a chance to experience their homes long before breaking ground. "This makes us better designers and our clients more informed," Parker says. Another recent launch includes PLATT HOME (platthome.us), a **furniture and accessories showroom in downtown Brevard**.

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828.884.2393 | platt.us | [@platt.us](https://www.instagram.com/platt.us)



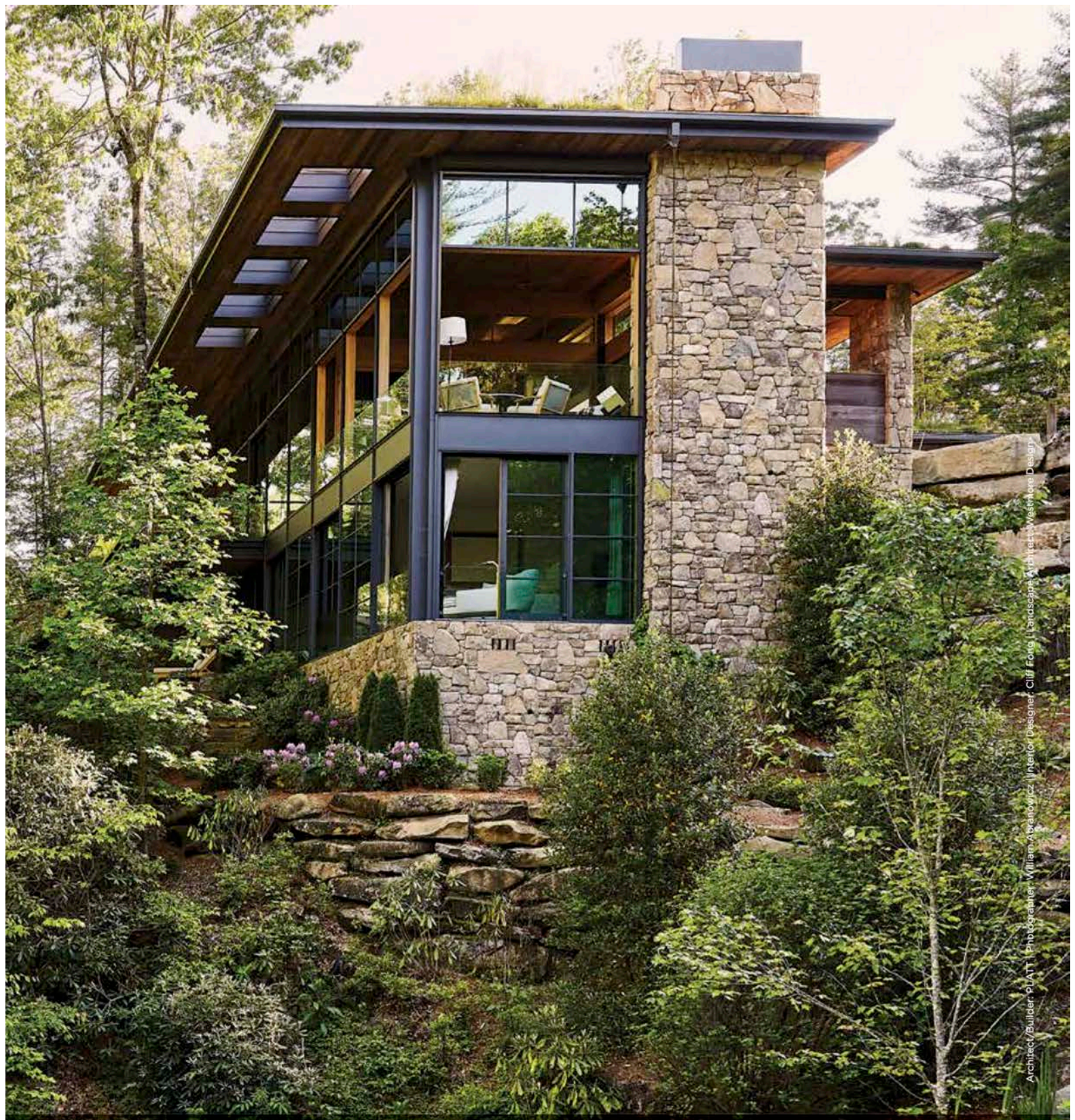
Remote work has allowed people to live wherever they want, and towns that used to be considered vacation destinations have become more popular places for primary residences. Parker Platt has seen "an influx of people" moving to western North Carolina and rural areas. As a result of this migration to the southeastern mountains, Parker's eponymously named firm has seen an increase in demand for architecture, construction

and interior design services, through which PLATT provides "quality at a predictable cost on a predictable schedule." During the pandemic, fresh air and outdoor spaces became a luxury, and PLATT puts an emphasis on creating alfresco experiences that can enhance a homeowner's connection with nature. "We relate our projects to their settings so as to complement landforms, foster belonging and soften the boundaries between indoors and out," Parker says.



Above This 13,000-square-foot, 300-acre private mountain retreat in Lake Toxaway sits among remarkable rock formations, overlooking the largest lake in the state. **Top** This contemporary waterside estate in Lake Toxaway combines modern design with indigenous mountain materials. **Bottom** This Lake Toxaway home was constructed from 170-year-old reclaimed timbers and was featured on the show *Barnwood Builders*.

Photography Above & Top by Jerry Markatos; Bottom by David Dietrich



Architect/Builder: PLATT | Photographer: William Abvanovicz | Interior Designer: Cliff Fortis | Landscape Architect: Westlake Design

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