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(08 MAME AWARD ENGLE)

MASTERPIECE INTERIORS EARNS 2007 MAME AWARD FOR MODEL MERCHANDISING AT ENGLE HOMES COMMUNITY

WINTER PARK, FL – *Masterpiece Interiors*, a multi-faceted design firm that has earned numerous awards for design excellence over the years, has added another prize to its growing resume.

The Winter Park company now in its 11th year of operation received a 2007 *Major Achievements in Marketing Excellence (MAME)* award for Model Merchandising for the Mandalay model at the *Engle Homes* community of *Estates at Rivers Edge* in east Orlando.

It was Masterpiece Interiors' 11th MAME award since 2000, says COO *Christy Scanlon*.

The MAME awards, which recognize those professionals and companies who excel in designing, building, marketing and selling new homes in Central Florida, are presented annually by the Home Builders Association of Metro Orlando.

Since its inception in 1998, Masterpiece has established itself as one of the state's leading full-service interior design companies, making its mark in the areas of model merchandising, boutique resort design and custom residential design for such clients as Engle Homes, *Ryland Homes*, *Toll Brothers*, *Park Square Homes*, *Royal Custom Builders* and *Ginn's Reunion Resort*.

The MAME judges singled out Masterpiece Interiors for its creative use of accents, colors, fabrics and materials employed throughout the Mandalay model, a four-bedroom, three-bath estate home featuring just over 3,200 square feet of living area that was aimed specifically to the third- or fourth-time move-up buyer.

The design team used an eclectic palette that included butterscotch, umber, copper, champagne and a range of coffee tones – a blend of colors that ideally complemented the array of fabrics, materials and furniture that included luxurious silks, chenille, brocades and leathers.

“We wanted to incorporate the latest fashion trends geared to this specific buyer market, yet still maintain a touch of the traditional,” says Scanlon.

Every room in the home – from the entry foyer to the bonus room – was distinguished with its own dramatic accents. In the foyer, black wood planking was used to frame granite listello insets surrounding sherry flooring, while the dining room featured walls of mirror and leather paneling with brass accents, sconce lighting and striking chandeliers. The study, family and bonus room also featured unique accents. The study was highlighted by the use of faux painting over black wainscoting to add a touch of drama to the office/work area, while field stone was used to accent the walls in both the family and bonus rooms.

According to Scanlon, the successful merchandising of the Mandalay “contributed to the almost immediate sale of more than 10 homes at Rivers Edge and served as a catalyst for Mandalay sales in other Engle Homes communities.”

Engle Homes plans on keeping Masterpiece Interiors busy in 2008. The company expects to design more than a dozen models for several new communities in Central Florida that Engle will be introducing over the next several months.