

MODERN BY DESIGN



“It was a really good exercise for us to be on the client side so we could understand, firsthand, the obstacles clients face during the design and build.”

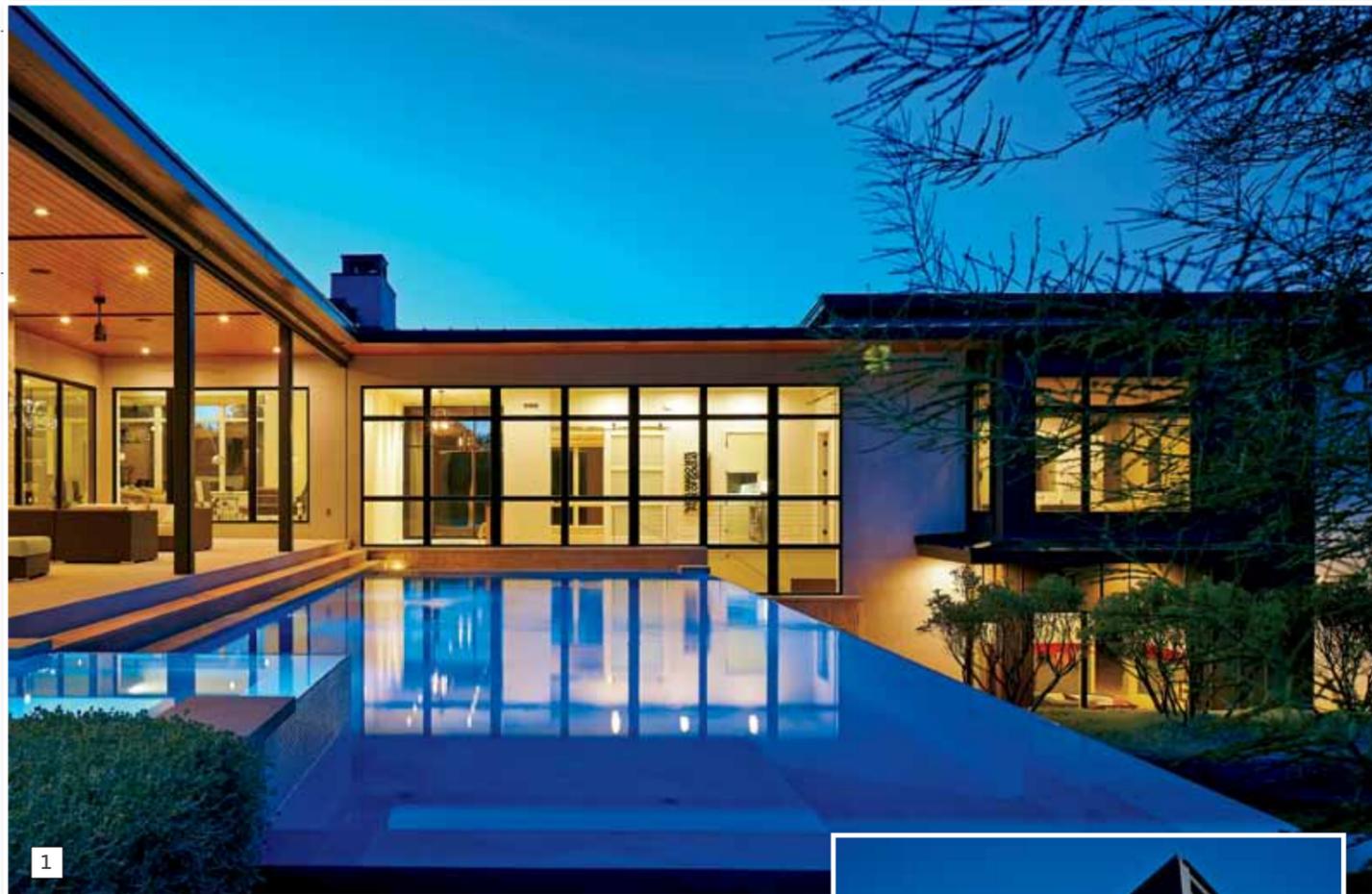
MATT SHOBERG
SHOBERG HOMES

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For the past decade, Shoberg Homes has distinguished itself as one of Austin’s premier custom builders by treating each high-end residential project as if it were its own. That axiom took on new meaning when company president Matt Shoberg and wife Paige embarked on their own dream project, a sprawling estate on a prominent but challenging corner lot. It marked the first time Matt played the dual role of client and builder, providing fresh insights to his firm’s already award-winning processes. Still, the same hallmarks that define all Shoberg projects—unparalleled attention to detail, clear communication, shrewd project management—were on display throughout the planning and construction. With longtime collaborator LaRue Architects taking the design lead, the contemporary property came to life on a breathtaking hillside perch with dynamic entertaining areas—including a jaw-dropping negative-edge pool—as well as spacious downstairs rooms to accommodate the couple’s growing family.



1 This stunning residence is centered around its backyard, pool and exterior living spaces. Eastern exposure ensures cool evenings and plenty of outside time. **2** The entry experience and front elevation highlight the contemporary lines and materials. **3** The corner on which the home is perched serves as an eye-catching display while allowing for complete privacy.



"We feel privileged that the builder asked us to design his home. There is a long list of talented architects in Austin. To be selected is quite rewarding."

JAMES LARUE
LARUE ARCHITECTS

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Had it boiled down to a battle of backgrounds, Matt Shoberg would have been hard-pressed to find anyone more qualified to handle the design of his dream home than Jim LaRue, who has produced architectural blueprints for more than 500 custom homes and offices over the past 25 years—and earned countless awards along the way. But having worked with the team on several successful client projects, Shoberg understood that LaRue Architects brought more to the table than an impressive résumé. Not only did the architect's contemporary designs resonate with him, but Shoberg also valued the communication, passion and fun that LaRue infused into each project. In this case, LaRue's talent and imagination also were on display as he created an L-shaped home on a challenging corner lot that fulfilled the Shobergs' desire for an open floor plan, an emphasis on the pool area and seamless flow from interior to exterior.



1 The use of glass creates dynamic lines throughout the L-shaped house. Roll-down shades allow for protected inside and outside entertaining spaces. **2** Corten planters, under a floating cantilevered roof, anchor the meandering path to the steel-and-glass entry door unit.



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CHRIS BROWN
EXCLUSIVE WINDOWS & DOORS OF AUSTIN, LLC

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As much as the Shobergs enjoy entertaining, it became clear early in the project that rooms with a view would be crucial to the home's overall aesthetic. Enter Exclusive Windows & Doors of Austin, featuring a collection of experts that bring a combined 100-plus years of experience to the table. Having worked successfully with Shoberg Homes in the past, general manager Chris Brown was honored to participate with the Shoberg's personal project. The Exclusive team did what it does best, delivering and installing product that not only complemented the design but enhanced it. Look no further than the 15-foot sliding glass doors that lead to the patio and overlook the stunning negative-edge pool. Products for this particular project included state-of-the-art Windsor Pinnacle Clad Wood Windows, along with high-performance Heritage Aluminum Multislide Doors.



The Shoberg's living room overlooks the pool and backyard through Windsor Pinnacle Triple Direct Set Picture Windows, complete with crisp square glazing stops and contemporary 2-inch vertical spread mulls.



"Working with the architect during the initial design process allowed us to help bring his vision for this home to life."

MARTI AND MICHAEL MEDINA
PORTELLA STEEL DOORS AND WINDOWS

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When it came time to consider an entrance strategy for the Shoberg project, architect James LaRue turned to a company that has perfected the art of memorable first impressions. Over the years, Portella has garnered national acclaim for high-quality, custom steel doors and metal products that can complement any architectural style. That reputation was put to the test given the unusually large entrance to the Shoberg home. The space required Portella to engineer two distinct sections, which the team assembled on-site. The company's unique use of hot-rolled steel in its construction enables it to design such larger-than-life entries. In this case, the resulting oversized glass with minimal steel-frame divisions created an "invisible door" that contributes to the seamless flow between the home's interior and exterior. Not only does the dazzling entrance invite natural light, it also allows unobstructed views of the interior.



Portella's narrow sightline Steel Entry Door and Sidelites perfectly complement the contemporary design of the home. The large expanses of glass and narrow steel profiles blur the distinction between the interior and exterior.



EJ RATHBURN
HARDWOOD DESIGNS

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Creating a warm, inviting ambience inside the Shoberg residence—one that still managed to feel fresh—required just the right floor plan. No company understands that better than Hardwood Designs, which has spent more than 15 years providing creative, custom-designed hardwood flooring alternatives to its appreciative, discerning clientele. In this case, the spot-on selection of Northern White Oak (with a European cut) made a sophisticated statement without overwhelming other details inside the home. It took the better part of a month to produce the material and another three weeks to install, sand and finish the floor. The oil used enhanced the floor's clarity while also contributing to its subtle, washed-out appearance. As always, the Hardwood team brought a keen aesthetic sensibility to the project, in addition to its trademark technical prowess. The result? Another satisfied customer.



The dramatic featured flooring—random-width, Northern White Oak with a European cut—was finished onsite with natural oils that gave it a sophisticated washed look.



SAVANA SCHROEDER BECKMAN
SCHROEDER

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Navigating the possibilities when it comes to materials, styles, colors and prices for custom area rugs, carpets and window treatments can be nothing short of overwhelming for homeowners. That, in part, is why Paige Shoberg turned to the experts at Schroeder, which has been helping customers sift through those options for more than three decades. The family-owned boutique's compelling, varied and custom-made offerings also appealed to Paige, who handled interior design details on the project. For the master bedroom, Schroeder designed a soft, plush and luxurious Masland Le Shag rug; in the dining room, a Calvin Klein cowhide rug provides a modern vibe with crisp, clean lines. Given the large windows throughout the house, Paige had no interest in run-of-the-mill commercial treatments. Schroeder worked with her to develop eye-catching, custom Hunter Douglas treatments that mesh perfectly with the overall design aesthetic.



The Masland Le Shag custom area rug is made of natural and synthetic materials. The silky fibers are plush to the touch and stimulating to the senses, perfect for this bedroom. The Horizons window treatments—custom natural woven shades—lend warmth to the room while still being functional.

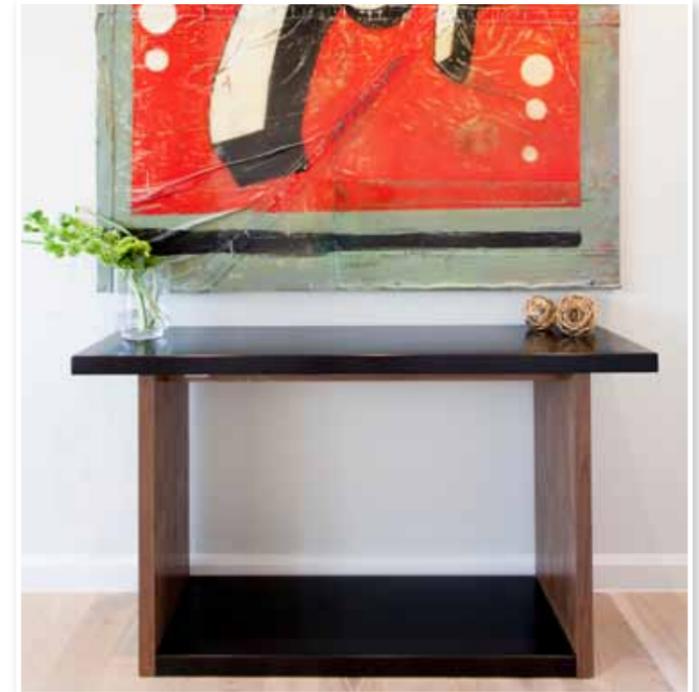


LAURA BRITT
VERVANO BY LAURA BRITT DESIGN

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When the Shobergs decided to commission a custom entryway console for their new Austin residence, the couple turned to a company whose original, eco-friendly furnishings resonated with their own passion for healthy living. At Vervano, sustainability is more than just a way to distinguish the business; it's a responsibility that owner Laura Britt takes as seriously as she does the time, thought and expertise that goes into each signature design. Vervano uses all low-VOC or no-VOC finishes and incorporates sustainable materials into its substantial menu of offerings, which run the gamut from side tables and credenzas to ottomans and chaises. Today, Vervano enjoys a national following, filling the growing need for functional, modern and eco-friendly furniture within the architectural and design communities—as well as for eco-conscious commercial and residential customers.

“With its clean, modern lines, Vervano sustainable furnishings fit perfectly in the open, airy plan of the Shobergs’ home.”



Vervano's Capra console adds statement-making splendor to the Shobergs' entryway with its clean lines, fusion of metal and wood, and a "floating" cantilevered top. Dimensions were customized per the clients' needs—a service Vervano provides for many pieces in this collection.



TIM BENTON
LAND RESTORATION

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Given the Shobergs' growing family, as well as their interest in entertaining, it quickly became apparent just how important outdoor spaces would be to the overall aesthetic of their new home. Not only was Land Restoration up to the challenge, the talented landscape and pool design company infused its part of the project with an off-the-charts wow factor. The centerpiece of Land Restoration's efforts, which took roughly five months, is a masterful pool design with negative edges on two sides, producing an astonishing visual effect. The hardscape materials, meanwhile, perpetuated established themes, creating a flawless transition from indoors to outdoors. Expected foot traffic played a role in turf selection, which, along with the eye-catching plantings, incorporated mostly native species to reduce water usage. The team even worked around potential drainage issues through a series of strategically placed retaining walls and constructive grading.

“The atmosphere and aesthetics speak for themselves; you can really appreciate the seamless flow from the home to the outdoor living space, pool area and play yard.”



Landscaping that ties into the lines of the design brings this project full circle. Natural elements combine with textures, lights and colors to create a striking visual that seamlessly complements the architecture.