



HOT SPOTS
DESIGN GUIDE

Designing environments that enhance life's memorable moments.



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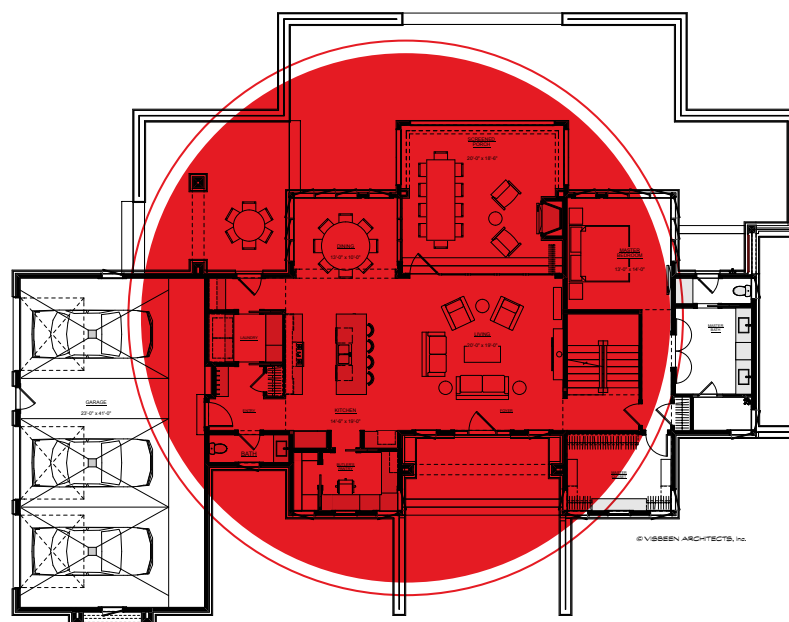
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Enhancing homes and life's great moments

Napoleon is known for crafting and designing North America's best fireplaces, grills and HVAC equipment but it takes more than a great product to create a great home. That's why Napoleon delivers insights to improve the appeal of designs and projects, including tips and advice on how to enhance the quality and desirability of homes with smart design and amenities. Our Hot Spots Research Study showed how key areas of the home can be transformed into hubs for memorable moments by combining the elements of relaxation, social and functionality.

That's how a room becomes a Hot Spot.

One result of the study showed that the addition of fireplaces is one of the most effective ways to create a Hot Spot.

In this guide, Napoleon and nationally acclaimed architect Wayne Visbeen will explain the four major stylistic pillars of home design — Traditional, Contemporary, Transitional and Rustic/Eclectic — along with ideas you can use that apply the various styles to a wide variety of areas ... inside and outside the home.

The end result will be increased home value, room usage, enjoyment by homeowners and, ultimately, increased profits for you.

What makes a Hot Spot?

Hot Spots are where the best memories occur in a home and are what make homes appealing. Research shows that when a room combines three perspectives (social, relaxation and functionality), its appeal and perceived value increases. That's when it becomes a Hot Spot.

RELAXATION

SOCIAL

FUNCTIONALITY



Five Key Points About Hot Spots

1

Hot Spots are those spaces in the home where the most memorable moments with friends and family naturally occur, either every day or on special occasions.

2

The quality, magnitude and frequency of those experiences can be greatly enhanced (made “hotter”) by incorporating the right designs, increased room functionality and amenities.

3

Hot Spots are fueled by emotions, combining at least two of the following: welcoming, warm, relaxed or fun.

4

Fireplaces can help spark those emotions, thereby turning a room into a Hot Spot.

5

Showing unique features around the home greatly enhances the appeal of the home, as well as the perception of the builder, contractor and designer.

Styles

In this guide, we'll show you the four major pillars of design – Traditional, Contemporary, Transitional and Rustic/Eclectic – and demonstrate how Hot Spots can be created in a variety of spaces throughout the home.



Traditional

This design style is the composition of architectural elements referencing historical styles of homes that would have been found at a period in history. Examples include shingle, Tudor, French, English, country, colonial and Georgian.

Contemporary

Rooted in simplicity, cleanliness and the machine-fabrication methods, this design style is more about what modern construction methods can do for design.

Transitional

This design style is a blend of Traditional and Contemporary. It's Traditional with a modern, new approach.

Rustic/Eclectic

This is the catchall category. There is the use of less-refined materials and a focus on artisanship and craftsmanship.

The Hot Spots Design Guide, includes insights from nationally acclaimed architect Wayne Visbeen that help you apply the pillars of design and implement them in unique ways. By incorporating these ideas, you can increase the value and appeal of a home.

Wayne Visbeen, President, Visbeen Architects

Wayne Visbeen, AIA, IIDA, principal and founder of Visbeen Architects, Inc., is one of North America's most original architects. Known for his unique, live design technique, he works directly with clients to brainstorm and develop one-of-a-kind designs that turn their specific dreams and desires into architectural reality. Wayne sketches conceptual plans and captures input in real time to ensure that all needs and visions are being met, saving time and energy for all. Visbeen Architects has received hundreds of national awards, including dozens of Best in American Living Awards and more than 100 Residential Design Awards. The firm has completed projects from coast to coast and has worked in more than 20 countries worldwide. Visbeen Architects has also partnered with a number of Canada-based companies, including Charmed Playhouses, Phantom Screens and Napoleon Fireplaces. Wayne is a member of the American Institute of Architects, the International Interior Design Association and the American Institute of Building Designers (AIBD). He resides in Grand Rapids, Mich.



Pillar One



Traditional design trends: This is a shingle style house with a mix of window styles and locally sourced stone. It has traditional clapboard siding, skillfully crafted window trim and hand-laid masonry fireplaces.

Traditional design

Wayne: *“Traditional design is the composition of architectural elements referencing historical styles of homes that would have been found during a period in history. Examples include shingle, Tudor, French, English, country, Colonial and Georgian. It’s a nod and a tribute to the great designs of the past.”*



01

Emphasis on regional influences and culture.

02

A focus on the craftsmen and tradesmen and their history and tradition.

03

It’s all about locally sourced materials such as Adobe in the southwest and timbers in the north.

04

Climate is a major consideration when selecting materials.

Pillar Two



Contemporary design trends: There's stone, stucco, large glass openings and an emphasis on the horizontal. Right away, you notice the simplicity, cleanliness and sleekness of the home.

Contemporary design

Wayne: *“Contemporary design is rooted in simplicity, cleanliness and machine-fabrication methods. With Contemporary, it’s more about what the latest construction methods can do for design. Architects and builders can do a lot of things that can’t be done — and were not possible — with Traditional design. They can cantilever great distances or juxtapose materials in new ways. Balance and harmony is often found through the use of asymmetrical design. You’re able to free flow into new, innovative spaces, letting form follow function.”*



01

Form follows function. The building is an outcropping of modular spaces within the house making it a highly functioning space.

02

Unique architectural design can be executed because of new and innovative construction methods and building systems.

03

Contemporary design is of the moment. It reflects the technology of today’s world.

04

Emphasis on the horizontal over the vertical.

Pillar Three



Transitional design trends: It's a harmonious blend of Traditional and Contemporary rather than being opposing forces. There are historical elements, like a traditional limestone veneer, but new construction methods allow for wider window openings.

Transitional design

Wayne: “Transitional design is a blend of Traditional and Contemporary styles. Think eclecticism. It is rooted in Traditional design principles, only with an updated approach. While people might be open to Contemporary design, they might not want to go all the way because they don’t feel it’s going to be contextual in a neighborhood. They want a design that is a little outside the box but still maintaining a nod to history.”



01

Transitional design harkens back to history, yet moves towards Contemporary. It’s a harmonious blend of the two styles.

02

The key is to skillfully blend traditional and contemporary without compromising the overall design.

03

There is a focus on clean lines. Replace the clutter of some traditional elements with wider openings, cleaner interiors. The design is less ornamental.

Pillar Four



Rustic/Eclectic design trends: This is a combo of stone, log and timber. It's a pretty eclectic Rustic home. You have natural and refined stone, and you see hand-crafted elements with split-faced stone lintels, hewn beams and timber brackets.

Rustic/Eclectic design

Wayne: *“This is the catchall category. You’ve got mountain, timber, log and Mediterranean (styles) and more. When you think Rustic design, you think of less-refined, more raw materials. Craftsmanship is evident in the use of simpler tools and exposed joinery methods.”*



01

Hand-molded, hand-hewn, hand-crafted materials are used inside and outside the home.



02

Fireplaces are much more authentic in this style. Some are even integrated into the structure.



03

The materials are natural, sourced regionally and often exposed to the elements.

How to create a Hot Spot

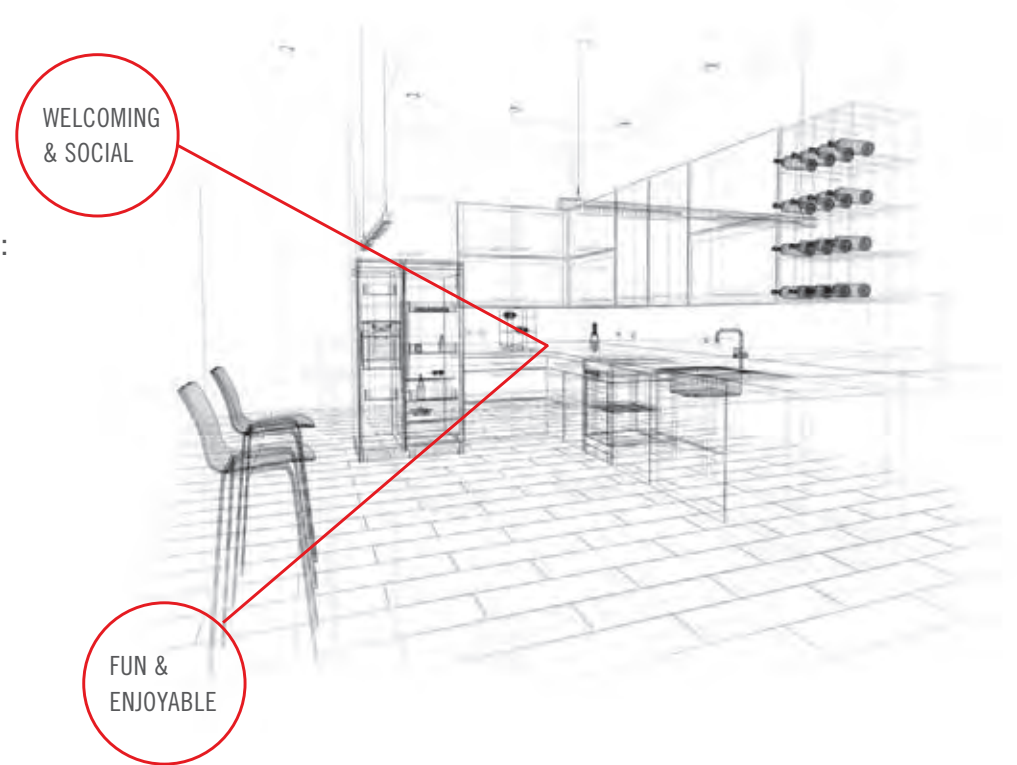
Napoleon's Hot Spots Research Study shows that when a room combines three key perspectives — social, relaxation and functionality — its appeal and perceived value increases. What it boils down to is form, function and emotion. That's when it becomes a Hot Spot.

But what makes some rooms rank higher than others?

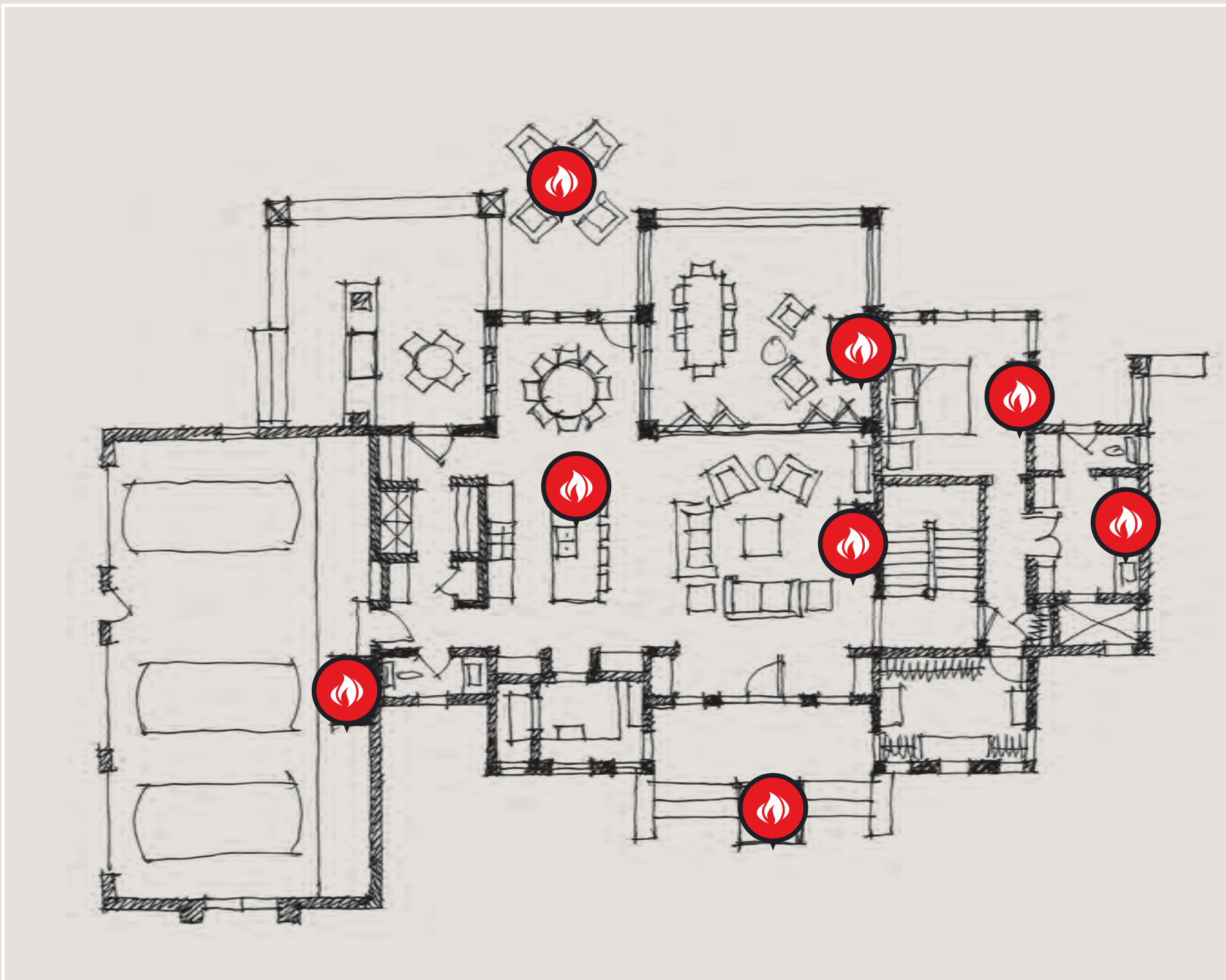
It's all about the emotions attached to each one.

A true Hot Spot evokes at least two of the following emotions:

- Fun/Enjoyable
- Cozy/Warm
- Relaxed/Peaceful
- Welcoming/Social



If you design with these emotions in mind and allow the space to evoke multiple emotions, you will succeed in creating a Hot Spot, which increases home buyer appeal.



Hot Spots can be created in a multitude of spaces throughout the home, and each Hot Spot plays an important role in increasing consumer appeal. The following pages will provide tips and trends for how to design spaces that cultivate life's most memorable moments.

The Welcome

Wayne: *“Fire and light have served as a beacon for centuries. It’s such a welcoming part of architecture. A front entry can be unwelcoming and hard to find without the introduction of light. With light, visitors get a feeling of warmth and hospitality”*





01

The front of the home is one of the most photographed areas of a house. Light is a beacon and a guide to show people are home and visitors welcomed there.



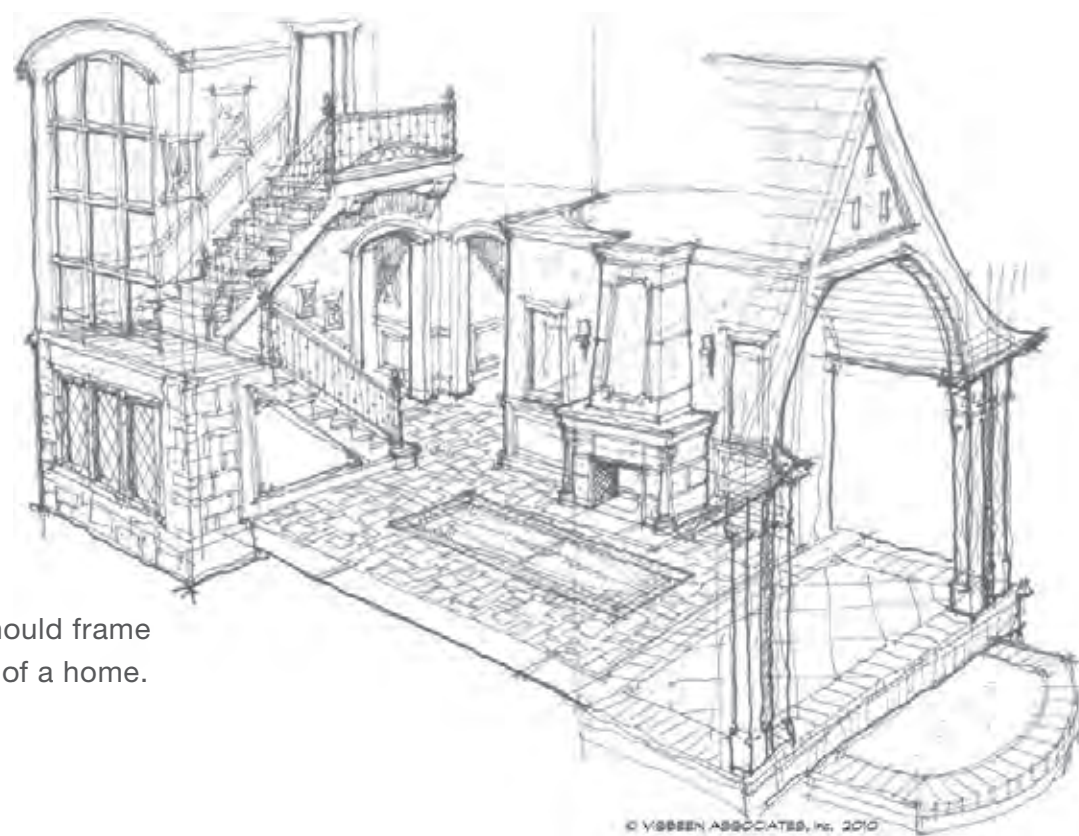
02

Use taller ceilings to open the foyer/entry.



03

Exterior walkways should frame the first impressions of a home.



DESIGN TIPS

The front door sets the tone. The weight of the front door and the touch of the hardware provide your first impression.

Fire offers authenticity. Having a fireplace in the entryway pays tribute to the past and gives an immediate sense of warmth and welcoming.

Living Room | Traditional design

Wayne: *“In a Traditionally designed living room, symmetry is used to organize the furniture, fixtures and finishes. When you get to the fireplace, especially a masonry fireplace, using a jack arch reinforces the historical look of the opening. Moldings, crown, base, raised paneling and casements are also used.”*





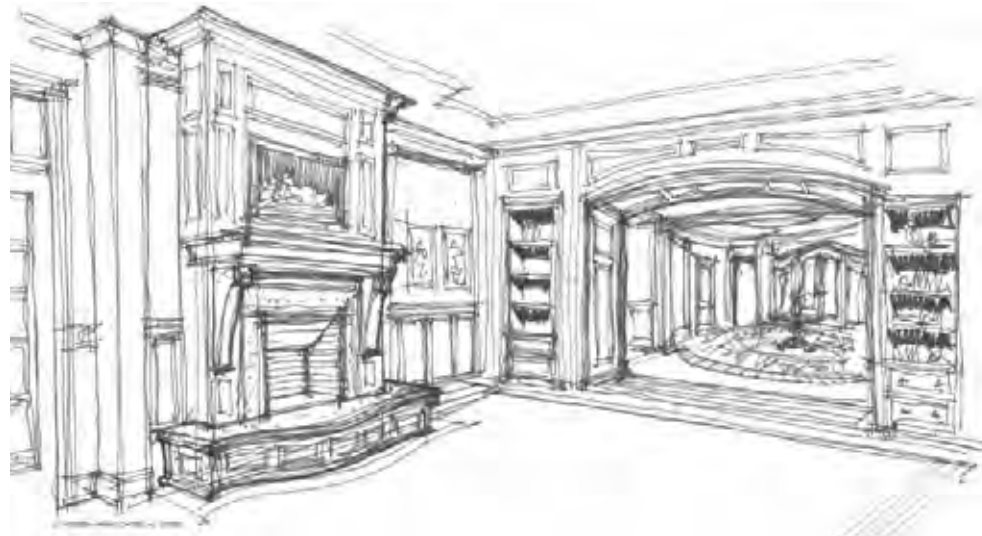
01

Use symmetry to anchor the room creating balance and order.

DESIGN TIPS

The fireplace will often be centered in the room.

The fireplace anchors the living room and provides a focal point to arrange the furniture around.



02

Jack-arching in brick provides Traditional flare.

Living Room | Contemporary design

Wayne: *"It's sleek, it's clean, it's horizontal. It's more accessible. Contemporary design also allows for more flexibility. It lets asymmetry work.*

It provides opportunities for material changes that are unique and different. The fireplace can be the star of the room and add warmth to a contemporary, clean design. At the same time, an 80-inch flat screen in the living room is acceptable because Contemporary embraces technology."



01

Successful Contemporary architecture is understated. It's simple.



02

Contemporary design features clean horizontal lines.



03

Integration of fire and TV works wonderfully with Contemporary design.

DESIGN TIPS

You can have a wide flatscreen television above a fireplace, and at proper viewing height, because Contemporary design allows for a horizontal firebox.

When you go with natural materials, keep it simple.

Minimal thresholding or bridging is used as a focal point to reinforce the open floor plan.



01

02

Living Room | Transitional design

Wayne: "Transitional design has elements of the past with a cleaner, more open plan. Fireplaces in this pillar are often more prominent than in other pillars because they remain one of the few detailed elements in a given space."





01

It's a harmonious blend of Transitional and Contemporary styles, which allows for an eclectic mix of materials.



02

The key is to skillfully blend the two without compromising the whole.

DESIGN TIPS

Use Traditional forms in a new way.

Oversize design details.

Use repetition of design elements and motifs; such as corbels.



03

Take out the clutter of historic architecture with larger, open windows and cleaner, less ornamental interior design.

Living Room | Rustic/Eclectic design

Wayne: *“The scaling of raw materials is larger. There are bigger timbers, bigger stones, bigger slates. It’s more robust.*

You’re bringing the outdoors indoors.”



01

Integrate authentic stone that is matching inside and outside the home.



02

With the ceilings, add timber elements and show some sense of craftsmanship inside, as well as outside.



03

Materials are all durable. They’re very usable and touchable.

DESIGN TIPS

Oversize structural elements.

Celebrate connections and hardware.

Use natural materials.



04

If you’re on a budget, you can use fake beams to tie in a wood element indoors.



04

02

01

03

Kitchen | Traditional design

Wayne: *“Symmetry and organization are the keys. Having an axis to design with is important to Traditional design. The stove is a crucial design element but it can be turned into a Hot Spot by incorporating some close proximity seating or prep area.”*



DESIGN TIPS

Rich use of materials.

Lots of ornaments, whether it's corbels or brackets.

Cabinets are vertical.

Moldings and turned legs are much more refined features.

The hood is growing out of the range.

Kitchen | Contemporary design

Wayne: *“Contemporary design is about celebrating appliances, celebrating stainless, celebrating metal and celebrating clean lines. It’s very industrial.”*



DESIGN TIPS

Simple, clean lines.

Heavily influenced by European design.

You don't have to ornament, so you don't have to have your cabinets go to the ceiling.

You might have a more monochromatic palette in your design.

Large, rectangular islands increase social space.



Kitchen | Transitional design

Wayne: *“Transitional design kitchens are a mix of both Traditional and Contemporary designs. It’s possible to take advantage of having less ornament but use rich woods and textures to complement. It pays tribute back to historic eras but it’s executed in a more crisp and contemporary way.”*

DESIGN TIPS

More modern and austere but you can use historic elements.

Very clean horizontal lines.

Rich tones.

Mixed materials.



Kitchen | Rustic/Eclectic design

Wayne: *"It's all about bringing the outside inside. You do that with the use of authentic materials and a connection to the people who are building it."*



DESIGN TIPS

Use stone and authentic materials.

Lots of patterns.

*Lighting is more ornamented and wrought.
You can use more artisan chandeliers.*

Use wood.



Dining Room | Integrated dining

Wayne: *“Integrated design in a dining room offers the feeling of separation, yet it’s still completely connected. It’s more of a trend now because it has become a wonderful cost-saving method. Someone may have a large dining room table that has been in the family for years and they want to reuse it in a dining room but they can save 200 or 300 square feet in home design by having an integrated dining area. It can also save between \$30,000 to \$100,000, depending on the cost of the home.”*



DESIGN TIPS

Thresholds are important.

Ceilings, floor coverings, casings and transom windows are used.

French doors add a slight separation to the space.

Contrasting upper and lower cabinets add sophistication to any kitchen design.

Similar fabrics for island and dining seating visually connect the two spaces.

Dining Room | Hearth as a room divider

Wayne: “A fireplace and surrounding hearth create a unique way to separate two rooms from one another. You still get physical separation but the two are visually connected through a shared firebox. The lack of actual thresholds can aid in reinforcing an open floor plan.”



DESIGN TIPS

Use the hearth as an axis for furniture arrangements or kitchen design.

Napoleon's direct vent Vector or HD are perfect for this.

Try having different, yet complementary color schemes on either side of the room divider.



Outdoor Rooms + Spaces | Screened rooms

Wayne: “Any covered patio can be made into a three-season room with the flip of a switch by incorporating retractable screens into the home’s design. Including a fireplace in a screened room helps bring a warm, organizational element to the furniture arrangement.”



DESIGN TIPS

Often located off of the kitchen/dining area.

Extend the square footage of the living area.

Retractable screens and door walls add flexibility.

Decorative lighting and seating for year-round enjoyment.

Pull outdoor siding into room but treat the ceilings.



01

Outdoor spaces should serve as a transition between the interior and exterior of a house.



02

Whether they're fixed or retractable, screens provide an added level of separation.



03

Outdoor spaces can last a lot later in the season with a fireplace.



04

Patioflame burner pit adds a space for socializing.

Outdoor Rooms + Spaces | Kitchens

Wayne: “An outdoor feature sure to fire up any social event is an exterior kitchen and grill station. Using metals, clean lines and simple concrete counter tops can make the space feel more contemporary, while granite counter tops and wood cabinets can make it feel more traditional. Adding seating and an area for people to gather turns this space into a Hot Spot.”



DESIGN TIPS

Create a social setting.

Outdoor flames, grills and heaters extend the season and create an inviting vibe.

An outdoor grilling or gathering spot helps make a smaller footprint feel larger than it really is.



01

Outdoor dining spaces are a nice feature to use when trying to make a home feel bigger.



02

Make more functional with built-in grill and refrigeration.

Outdoor Rooms + Spaces | Flexible spaces

Wayne: "An outdoor fire feature serves as a visual and social anchor, providing ample design opportunity. These spaces should still reflect a similar character as the main house, whether it's the use of similar materials or finishes."





01

Wood columns and railing help reinforce a traditional porch, while metal and cable railing are perfect for a contemporary design.



02

Flexible outdoor spaces can be made by simply arranging patio furniture and canopies.



03

Flexibility can be added to any floor plan with articulating doors that stretch the inside to the outdoors.



04

The flexible St. Tropez Patioflame is perfect for any outdoor space.

DESIGN TIPS

Have these spaces on an axis with view from within the house.

With uncovered spaces, consider weather, wind, smoke and daylight.

Natural burning fire outdoors can be tricky. Create the proper draw with pre-fab fireplace with gas.

Outdoor Rooms + Spaces | Detached spaces

Wayne: "It's a sense of home, sense of family, sense of gathering that fireplaces initiate. Historically, going back to the cave people, fire has been a source of sustenance for food, for warmth, for light, for protection. It's why human nature and fire are synonymous. How do you live without it?"



01

Center fireplace in the seating area creating a gathering area.



03

Landscaping and architectural walls help define the space.



02

Fireplaces are an economical way to add impact to a space.

DESIGN TIPS

Place the grill according to prevailing wind.

Use transitional path between patio to pool space.

Fireplace is the anchor that creates detached room. Surround the anchor with furniture formation.



01

02

Library, Office, Den

Wayne: "Traditionally a warm retreat, the library, office or den should reflect the overall character of the home but provide a level of intimacy not found in other spaces. These rooms are typically smaller and benefit greatly if a small fireplace is used as an ornamental and organizational element."





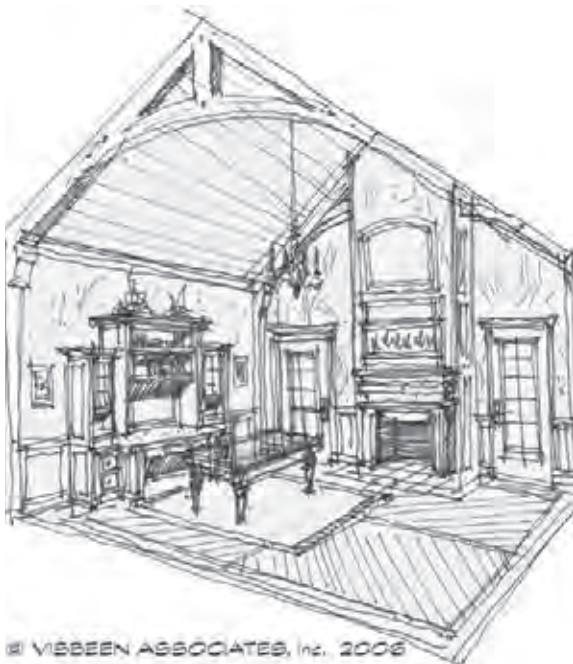
01

Bring personality into the space by highlighting clients' tastes and interests.



02

Natural light affects the usability and desirability of the space.



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DESIGN TIPS

Think about function, comfort, work and relaxation.

This space needs to be functional, while also providing a place with a sense of respite from family and business.

Space should promote productivity.

Consider a hidden space to put functional pieces behind the scene, like a printer, a safe, files, even a TV.

Remember right-hand versus left-hand functionality.

Arrange furniture close to fireplace for warmth.



03

Built-ins work hand-in-hand with fireplace to add storage.

Owner Suites

Wayne: "Owner suites should reflect the character of the house, as well as accommodate the many different ways that an owner envisions using the suite. Many new home buyers are looking for a retreat from the public spaces of the house. Bathrooms and dressing rooms are perfect for buffering and creating privacy. Remember, we start our day and end our day here, and as such, this should be a relaxing environment to recharge our batteries."



DESIGN TIPS

Sleeping area should be as private as possible.

Bed should face/view TV.

Transition vestibules provide privacy and added functionality.



Owner Suites | Traditional and Contemporary

Wayne: *“Ornamentation and finishes are what distinguish a Traditional Owner Suite from a Contemporary one, as they both prefer to have the bed places on axis with great view, fireplace or both. Crown molding and coffering is often incorporated into more traditional schemes, while clean and seamless surfaces should be utilized in the Contemporary suite.”*





01

Fireplace accent wall instead of a Traditional hearth and firebox.

DESIGN TIPS

Plan for different times of day and different seasons.

Fireplace and TV should be easily viewed from bed and sitting areas.

Raise hearth so you can see the fire from the bed.



02

Television hung above a fireplace.



03

Separate sitting area incorporated into a bay window.

Owner Suites | Transitional and Rustic/Eclectic

Wayne: “Similar to Traditional and Contemporary, Transitional and Rustic/Eclectic Owner Suites want to be on axis with a fireplace, stunning view or a combination of both. Rustic/Eclectic rooms typically have smaller openings punched through their outer facades, reflecting their natural, load-bearing appearance. Transitional rooms can have expansive glass walls similar to Contemporary spaces.”



01

Small spaces can become dramatic with vaulted ceiling, natural light and a chandelier.

DESIGN TIPS

Try using muntins to divide an area of expansive windows up into smaller, more traditional parts.

Having a suite connected to many different spaces poses a privacy challenge, so it's important to provide various means to close off the bedroom when needed. Curtains are a simple and elegant solution.



02

Controlling the light with drapes is important.



01

02

Owner Suites | Bathrooms Traditional and Contemporary

Wayne: *“The bathrooms in Traditional suites should feature elegant and timeless fixtures and fittings. They should be laid out in a logical and, preferably, symmetrical way. Due to its preference for new technologies and materials, Contemporary suites should have a certain level of freshness and newness to their layout and material selection.”*





01

Fireplace can be placed over tub to add warmth and intimacy to the space.

DESIGN TIPS

Design with balance and symmetry.

Consider what reflects when you look in the mirror.

Privacy is important but so is light. Consider transom windows and plantation shutters.

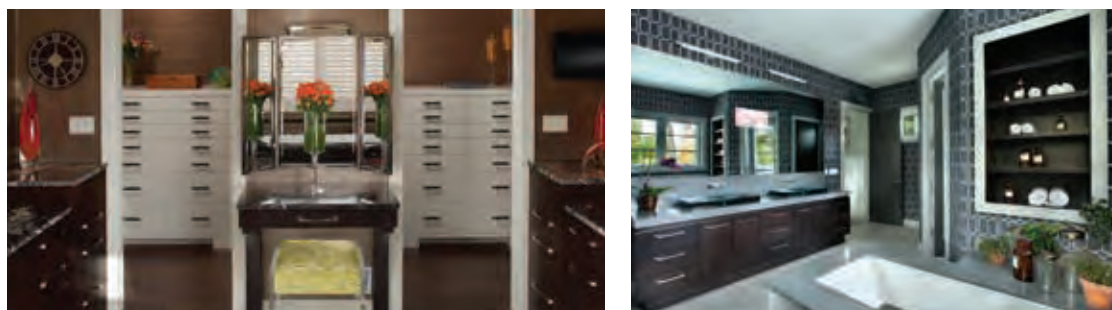
Concrete counter tops and bathtub decks are an inexpensive and sleek way to personalize a Contemporary bathroom.

Each part of a Traditional bathroom should be expressed and reinforced in the partitions, light fixtures and window arrangement.



02

Try keeping the number of materials, fixtures and surface changes to a minimum when designing a Contemporary vanity.



03

Dressing rooms are a great transition space between a bedroom and bathroom.

04

Incorporate great light, privacy and beauty into these spaces for added appeal.

Owner Suites | Bathrooms Transitional and Rustic/Eclectic

Wayne: *“Transitional bathrooms should be recognizably Traditional, and yet, they should incorporate technological advancements that were not available in the past. The more rustic looking the home, the more traditionally planned the separate spaces should be and the master bathroom is no exception.”*



DESIGN TIPS

The celebration of the shower has gone from function to fantasy. People are spending more on shower heads.

Elements are often oversized.

Wood beams and ceilings add a rustic feel.

Use raw wood tones.



01

Master bathrooms are some of the most elaborate spaces in the home because people start and end their day here.



02

Larger spaces and door-less showers are becoming more popular so a fireplace is a perfect addition to add warmth and coziness.

Entertainment spaces

Wayne: “Spaces designed for entertainment should be a direct representation of the personalities that use them. If you’re into fishing or boating, why not have a wet bar that reflects the stern or a boat? A bistro setup, complete with a crushed velvet booth, is perfect for the wine connoisseur. This space is all about expressing what you’re about!”



01

Add a TV to the library to increase purpose of the space.

DESIGN TIPS

It's a space used for many different things so focus attention on amenities.

Consider the audience for design and function.

Multiuse spaces are great for entertainment, fire, TV, wine, games and reflection.



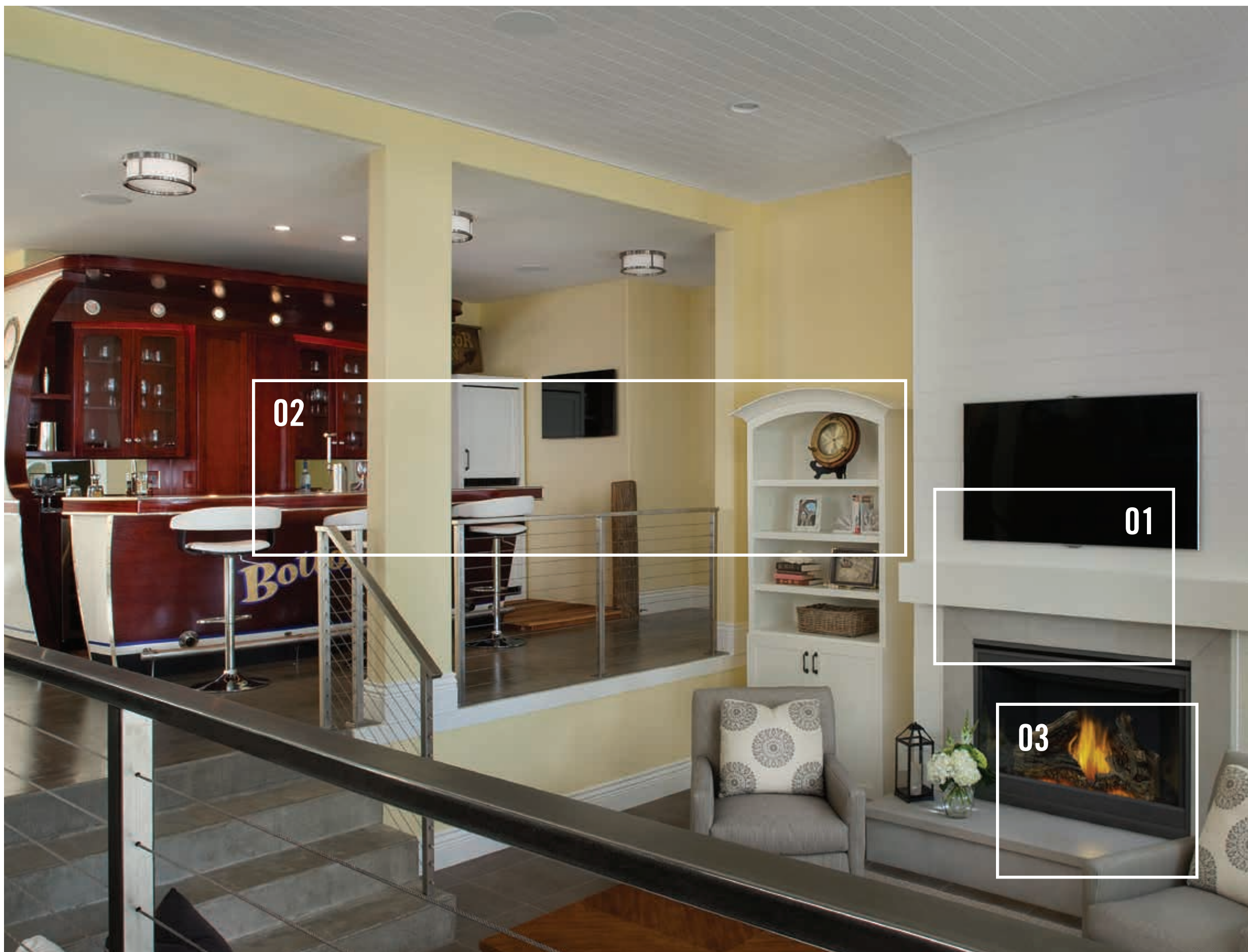
02

Keep the client's hobbies and lifestyles in mind.



03

Fireplace anchors the room.



02

01

03

Entertainment spaces

Wayne: *“There is a multitude of activity in these rooms, whether it’s games, television, a bar or fire. You have to integrate all those things in one room in a way that functions and works beautifully. They need to be actively connected to integrate movement, while also providing a space to congregate.”*



01

Fireplace adds character and warmth to uniquely shaped spaces.



02

With Contemporary spaces, you can have TV over the fireplace at proper viewing height.



03

Fireplace can add a secondary focal point to the room.

Unique spaces

Wayne: *“Unique spaces can be their own separate room or moments within a greater room. These spaces should be about niche passions that owners have. If a child or adult is into horses or boating or any number of things, try to find unique ways of incorporating that passion into a space they will frequent.”*





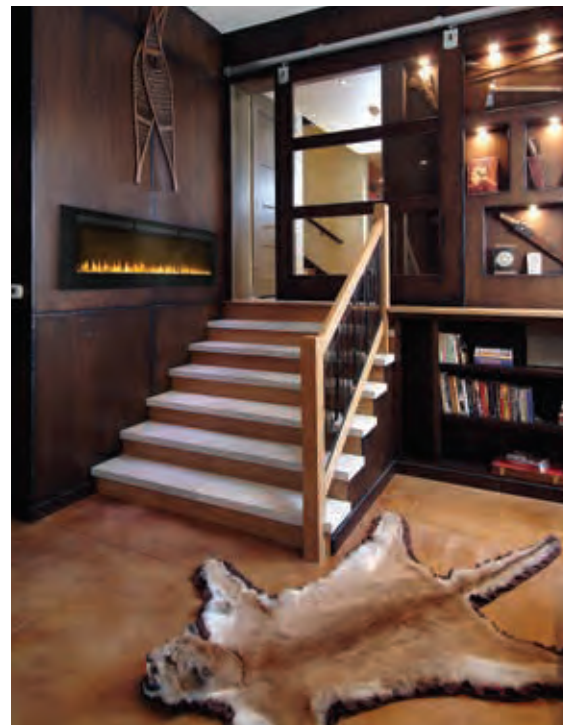
01

A bar area should reflect tastes and interests of owner.



02

Provide solar orientation to potting rooms.



03

Unique spaces are meant to be fun and functional.

DESIGN TIPS

Take advantage of the clients' passions and habits, and design the room to amplify them.

Accentuate a home's character in a unique space.



Beyond simply designing and crafting fireplaces, grills and HVAC equipment, Napoleon delivers the insight needed to improve the appeal of designs and projects. And now, Napoleon has extended its marketing partnership with our customers through this unprecedented study of homeowners.

By applying a sophisticated combination of qualitative and quantitative research techniques to study how consumers enjoy various areas of the home, Napoleon has been able to identify valuable insights that can help contractors, builders, remodelers, architects, designers and dealer partners.

Napoleon is your information resource, with a combination of insights and tools to help your business grow.

Design better spaces that have mass appeal. Include key amenities that trigger the anticipation of future memories.

And in the end, sell more projects and amenities, making more efficient use of space.



Conclusion

Use these tips and tenants to increase value of the homes you design and build ... as well as to increase the homeowners' perception of *you*.

The Napoleon Hot Spots research study showed that 52% of consumers had a more positive perception of professionals who integrate unique features such as fireplaces, high ceilings and built-ins into their designs.

Concrete evidence now exists that shows that adding fireplaces to homes can help spark the emotions of welcoming, warmth, relaxation and fun. When those emotions overlap, a Hot Spot is created. And when Hot Spots are created, everyone benefits, including contractors, builders, remodelers, architects and designers.

For more information and to access this guide on line, visit NapoleonFireplaces.com/inspiration

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