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FOR IMMEDIATE RELEASE

Design and It Will Come: Urban Neighborhoods Seek Next Level Architecture

“When I first saw the lot, I was intrigued by the challenge,” explains Jeffrey Bruce Baker, principal Jeffrey Bruce Baker Designs, “I knew a home could be designed to naturally fit this land with its stunning overlook including dry creek, woodland, and stream ecosystems. I had always loved Peachtree Battle and its many classical homes. But with the peculiarity of this lot, a modern structure scaled was the perfect fit.”

(ATLANTA) – Spring 2021 -- First, the big picture: Atlanta. Always a city on the rise. An urban destination for the world. An international city. A technology hub. An educational center. The cradle of civil rights. A self-proclaimed City of Trees on an ancient land of hills and valleys, fed by a winding system of creeks and forks, flowing south into the Chattahoochee River of our ancient elders and ancestors.

Enter Next Level Architecture: Atlanta breathes fresh air and renewed leadership in every decade and in every sector. This includes new thinkers and creatives, like Jeffrey Bruce Baker, who is a rising star among the pantheon of professionals who have always contributed to the promise of our treasured legacy of beauty with growth. Think: Cherokee and Muscogee names that still define many of our waterways. Olmstead-designed parks and neighborhoods that follow ancient forest paths. Midcentury Modern masterpieces at the city core, New Urban trails replacing rails and accompanying interstates and bridges.

This architect, who is also a designer, is literally building a bridge into his latest architectural offering on a deep lot on historic Peachtree Battle Avenue in Atlanta’s premier Buckhead neighborhood. His unique, modern architectural bridge design provides distinctive appeal with formed concrete and carefree Shou Sugi Ban Yakisugi charred wood siding and energy efficient Thermomass technology.

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The 1.4+/- acre lot is designed with modern tropical resort-style landscaping that incorporates native plants for a conservation approach to the hillside and waterways. The front yard is nestled into the hillside and is planned with vistas to naturally allow for a sculpture garden with a strong indoor-outdoor connection with the house.

A spacious, open layout accommodates everything from the flow of daily life to entertaining on a grand scale. With 10-foot ceilings, large expanses of floor-to-ceiling windows and glass, an amenity deck with a 19-foot-high feature waterfall, custom BSPK cabinetry throughout, state-of-the-art home automation and security system, plus elevator access to all levels.

Operable glass walls provide access to the exterior amenity deck with silvered ash wood decking and clean bluestone featuring outdoor dining, a 50-foot pool with a swim up to recessed seating area, 19-foot waterfall, and cabana bath.

Final plans are complete and ready to go with purchase of the lot. This includes complete design and building documents inside and out, specifications, interior finishes, and permit. All in place to eliminate supply chain delays. The renderings also show Jeffrey's custom designed furnishings and curated art, all of which are available for purchase.

In a real sense Jeffrey Bruce Baker is setting a stunning trifecta for beauty: an integrated new standard for luxury home purchase and ownership, architectural excellence and interior design, and complete home building.

Exclusively listed by Jason Cook, Ansley Real Estate
at <http://www.1064peachtreebattleave.com/#card-id-295705>

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**Guess Who's Coming to the 2021 Serenbe Designer Showhouse?
Atlanta's own Jeffrey Bruce Baker**

(ATLANTA, Sept. 8, 2021) -- This exciting young architect and designer has been chosen to design the Entry and Great Room of this year's stunning modern Showhouse. From elegant work in an urban hub, this is Jeffrey's first plunge into the unique Serenbe community, 30 miles southwest of Atlanta in the forested hills of its Grange neighborhood. And with the enthusiasm of a multi-faceted creative and the sheer delight of a new challenge, Jeffrey accepts this invitation with pleasure. His irrepressible smile will greet all comers at the Serenbe Designer Showhouse, October 15-November 7.

This year's 8th Serenbe Designer Showhouse, presented by Atlanta Homes & Lifestyles magazine, is the first modern house presented as part of the designer showcase. It sits high on Rausch Ridge, perched in the forest, like one of the trees. Except it's designed for human habitat with long walls of glass to feel part of the natural environment, and, with a stacked waterfall outside entrance. Jeffrey promises to surprise you with his thematic design connection to this opening outside feature.

"The challenge with my space is there are no walls," explains Jeffrey Bruce Baker, accredited architect and interior designer and founder of Jeffrey Bruce Baker Designs. "This presented the opportunity to approach the interiors of the entry and great room similar to how I might design with landscape sculpture. Every piece of furniture - including the rug - had to be a piece of art."

His unbounded love of life and its ever-morphing design is a perfect fit into Serenbe's founding premise of joyous and healthy living in nature.

Jeffrey Bruce Baker cordially invites Atlantans, Georgians, and all to visit the Showhouse and enjoy his signature interior treatment of this first-of-its kind "modern" Serenbe dwelling. Also stay to roam Serenbe's unique development, a nationally recognized example of New Urbanism. And cap off your day dining at one of the community restaurants or at The Serenbe Inn. <http://www.serenbeshowhouse.com>

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About Jeffrey Bruce Baker

Jeffrey Bruce Baker Designs was founded in 2009 and is a licensed architecture and interior design firm. JBB offers a single source, full-service specialty across architecture, interior design, custom furniture, and furnishings. The firm produces preeminent design solutions for luxury residential, restaurant, small business, and hospitality markets. As artists, makers, inventors, strategists, tastemakers, and savvy entrepreneurs, JBB brings an endless curiosity and mindful approach to the next generation of design. Jeffrey Bruce Baker clients prefer a collaborative approach requiring smart, lifestyle-driven solutions.

Founder, principal architect, and interior designer Jeffrey Baker trained in Atlanta and Italy and was a lead designer and project manager at Smallwood, Reynolds, Stewart, Stewart & Assoc. where he designed and coordinated large luxury projects for marquee logos including Streets of Buckhead; Mandarin Oriental Hotel Group; Sovereign Buckhead; Ritz Carlton Residences; and Reynolds Plantation. Principal partner, Christopher McKinley, leads project management and construction administration on behalf of JBB clients from around the globe

Jeffrey Bruce Baker Designs is headquartered in Atlanta, Georgia and operates globally. More at <https://www.jeffreybrucebaker.com> and @JBBDLLC.

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