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FOR IMMEDIATE RELEASE

Media Contact: Nancy Tao

**Homeowners Seek Life-Enhancing Spaces in the New Year
Many Embrace Home Design, Build and Renovation as COVID Project**
JEFFREY BRUCE BAKER DESIGNS Celebrates more than a Decade in Atlanta

(ATLANTA, January 22, 2021) -- “2021, yet another opportunity to add to the beauty of our lives, our habitats, our relationships,” says principal Jeffrey Bruce Baker, Atlanta architect and designer. A self-described *Maker*, Jeffrey offers fresh, architecture and design solutions for clients along with custom-designed furniture and uniquely collected furnishings. This triple threat of talent is a perfect match for clients who want to maximize and enjoy their homes, as well as those who are ready for a new, beautiful home to usher in the next phase of their lives.

According to McKinsey & Co., the homebody economy is here to stay in 2021. As consumers have adopted many in-home alternatives including working at home, online streaming and cooking regularly – with the expectation that these habits will stick beyond COVID-19. Making personal space is more relevant than ever.

Jeffrey Bruce Baker was born to be a *Maker*. “When I was a little boy,” he says, “my grandma and I would sit on the floor, spill out blocks from a giant box, and make walls, and walls with windows, and turrets, and castles, and houses, and we would laugh and make up stories about the people that lived there. She taught me to share, to collaborate, to have fun, to delight in the details, to design for a Good Life. She also taught me to appreciate space and form, color and line and light, material and texture, and very importantly our generous natural environment. These are the very building blocks of architecture and design.”

“I’m still making houses now, but with real people. Clients who also have dreams and are at a successful point in life where they want to renew their home or make a new home. I listen to their story and help make *their* dreams come true.”

About JEFFREY BRUCE BAKER DESIGNS

Jeffrey Bruce Baker Designs (JBB) 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. JBB 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

JBB is headquartered in Atlanta, Georgia. More at <https://www.jeffreybrucebaker.com> and

@JBBDLLC. ###

Editor's Note: To enjoy specifications of JEFFREY BRUCE BAKER DESIGNS or to *Meet the Maker*, Jeffrey Bruce Baker, please email nancy@taocomms.com or 404-472-6895.



FACT SHEET

Jeffrey Bruce Baker Designs

Founded: 2009

Principal Architect and Designer: Jeffrey Bruce Baker, AIA, NCARB, ASID

Principal Project and Construction Management: Christopher McKinley

Core Services: Architecture and Interior Design, Custom Furniture and Furnishings

The Jeffrey Bruce Baker Process: 4 Phases from start to finish

Clarity, communication, and careful tracking are the basic tenets of The Jeffrey Bruce Baker Process. The 4-phases outline a confident journey and insure an exciting arrival at a new home place.

PHASE 1: PL

PLANNING/PRE-DESIGN

JBB surveys existing home.

JBB prepares As-Built Documentation, and Form Study and Layout of the Property accounting for code and zoning requirements. Scope code and zoning only impactful to the front path and porch alterations.

PL is reviewed during the SD Schematic Design presentation.

PHASE 2: SD

SCHEMATIC DESIGN

JBB provides a Proposed Design Solution, followed by an Owner Review Meeting.

JBB edits design based on feedback from the Owner Review Meeting and presents a Second Set of Revised Drawings.

Process can occur a third time if necessary.

“I had the opportunity to meet some of the nation’s finest architects. Jeffrey Baker is one of them. His technical skill, client advocacy, and creativity put him in the pantheon of greats, alongside Frank Gehry and I.M. Pei.”

— Jordan Barkin, Associate Editor, VERANDA

**PHASE 3: DD
DESIGN DEVELOPMENT**

From approved SD drawings JBB produces Architectural and Furniture Material, and Finish Selections; and addresses Building Means and Methods, where JBB identifies and produces alteration coordination addressing impacted structure, mechanical, electrical, and plumbing conditions. DD phase demonstrates coordination of materials and systems and defines all material selections.

JBB presents Design Development for Owner's Comments and presents a Second Set of Revised Documents. Upon approval of final DD documents, JBB coordinates with the Owner hired, JBB organized consultants.

**PHASE 4: CD
CONSTRUCTION DOCUMENTATION**

From approved DD documents, JBB documents the project to meet jurisdiction permit requirements and document necessary information to build.

JBB adjusts this second design based on the Owner's comments and presents a Second Set of Revised Drawings.

Additional redline reviews and edits past the eight rounds being provided are not included in the Fixed Fee Scope; additional designs, redline reviews, and edits may be contracted by the Owner as an Add-Service.

The Jeffrey Bruce Baker Experience

Since 2009 Jeffrey Bruce Baker has been a leading contributor to the expanding beauty of the City of Atlanta and its metro areas. It has touched the proud heart of the ATL, designing luxury new homes and renewing older homes in many of Atlanta’s traditional, historic and burgeoning neighborhoods - and beyond - including Ansley Park, Sherwood Forest, Virginia-Highlands, Druid Hills, Candler Park, Inman Park, Pine Hills, Morningside, Brookwood Hills, Chastain, John’s Creek.

The reasons are simple. Jeffrey cares about the homeowners’ desires, listens, and fashions custom design solutions that not only work, but amaze.

From beginning to end, from exciting renderings, through carefully curated materials and oversight of construction, to popping the champagne on a new home or a new interior, and a new lease on life, Jeffrey will

be there. As the next generation full service, one-stop architecture and design firm, Jeffrey Bruce Baker fuses extraordinary beauty with complete functionality.

Awards and Publications

- Selected as keynote speaker at the 2021 NKBA (National Kitchen & Bath Assoc) Atlanta industry showcase.
- Custom designed furniture nominated for *The Garden & Gun* Magazine “Made in the South” Award
- Honored by Atlanta Decorative Arts Center as an “Amazing Talent.”
- Featured in the showcase, *Behind the Windows*.
- Furniture design named by *Interior Design Magazine* Online as a “Show Stopping New Product” at High Point.
- Rathbun’s 2014 “Interior Designer Watch List”
- 2012 & 2013 Nominee for Atlanta Decorative Arts Center’s “SE Designer of the Year Award” in both Contract and Residential Design Categories.
- Featured in design and lifestyle magazines including Architectural Digest; Wall Street Journal (*Mansions*); Atlanta Magazine HOMES; Atlanta Journal-Constitution (*Private Quarters*); Atlanta Homes & Lifestyles, The Atlantan, BuckHaven Lifestyle, Modern Luxury Interiors, Jezebel and Veranda.

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McKinley, leads project management and construction administration on behalf of JBB clients from around the globe.

Jeffrey Bruce Baker is headquartered in Atlanta, Georgia and operates globally.

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Jeffrey Bruce Baker

Jeffrey Bruce Baker is very much at home in his own firm. As he says, “I’m a third-generation practitioner in the design and construction industry.” Since high school, he wanted to start his own practice of architecture and interior design. Born in North Carolina, he made that dream come true in 2009 in Atlanta when he founded Jeffrey Bruce Baker Designs.

Entering college at De Sales University in Pennsylvania as a theater major, he initially chose the discipline of dance and choreography, human movement through space. Then he discovered the beauty of creating and constructing sets and dramatic lighting, the home environment of the stage. He keenly says of the homes he now designs and builds, “people should live in their own stages.”

With this passion for design, Jeffrey moved to Atlanta to enter Southern Polytechnic State University and graduated with a Bachelor of Architecture degree, his field of study Architectural and Building Sciences Technology.

Prior to opening his signature firm in 2009, he practiced as a member of others in interior design and architecture across a broad spectrum of industries: laboratory, medical, hospitality, retail, restaurant, multifamily and luxury residential sectors.

For more than a decade, Jeffrey has passioned his discipline and is designing a future in Atlanta and across the globe. Whether business owners or homeowners, Jeffrey’s clients are assured from day one of a clear design process that starts with listening to carefully detail the full scope. This includes budget and research studies, current site or building assessment, program needs to align with the client’s aesthetic and wishes. Next stage is renderings that are art pieces themselves, and with final client approval, construction drawings and specifications for permitting. The final turn is clear communication with the builder, oversight of construction and completion of a beautiful home or building.

From childhood, Jeffrey has always loved his work. In 2021, Jeffrey Bruce Baker, architect and designer, continues his irrepressible joy in making new habitats.

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Christopher McKinley

Chris McKinley joined Jeffrey Bruce Baker Designs as Vice President and Chief Operating Officer in 2015.

An indispensable match of skill sets. With more than 20 years expertise in client experience, marketing, and business management, Chris oversees Jeffrey Bruce Baker Designs growth, marketing, planning, development, customer experience, and new product development. He also leads brand creation and application projects on behalf of commercial clients.

Chris' business academic background is Boston strong, with a B.S in Marketing from Suffolk University and in the Senior Management program at Babson College.

Before joining JBB, Chris was Strategy Director for Merkle in the Greater Boston Area; Vice President of Strategy for Grizzard Communications Group in Atlanta; and has done advocacy work to raise hundreds of millions of fundraising dollars for nonprofit organizations, both national and international.

A master marketing strategist, communicator, and project manager, Chris helps guide Jeffrey Bruce Baker Designs to prominence as one of Atlanta's next generation architectural and design leaders through the firm's close client guidance, architectural creativity, exciting interior design, and its unique collection of custom-designed furniture and furnishings.

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