2025 SOUTHERN LIVING IDEA HOUSE TO DEBUT IN CHARLOTTESVILLE, VIRGINIA THIS SUMMER

10 SPONSORS TO PARTICIPATE INCLUDING JAMES HARDIE, MARVIN ®, SHERWIN-WILLIAMS ®, *SOUTHERN LIVING* ® PLANT COLLECTION, AND TIMBERTECH, AMONG OTHERS

NEW YORK and BIRMINGHAM, Ala., Feb. 6, 2025 /**PRNewswire**/ -- Southern Living announces today that the **2025 Southern Living Idea House** will be located in the heart of Virginia's countryside, marking its highly anticipated return to Charlottesville after ten years. For over 35 years, Southern Living has partnered with talented builders, architects, and designers to produce a custom home in an iconic location, celebrating the Southern lifestyle and the latest innovations in home design.

Set on five acres, this year's Idea House is designed to celebrate the natural beauty of Virginia. Spanning over 4,500 square feet, the home features four bedrooms and four and a half baths, with serene views of a tranquil lake. The home is designed for gracious entertaining, with a refined dining room and welcoming screened-in porch–an essential element of Southern hospitality. Surrounded by a Virginia Piedmont forest and a pine woodland, it offers a peaceful retreat from everyday life. Inspired by the concept of a "modern homestead," the landscape plan promotes ecological stewardship and a self-sustaining lifestyle. Thoughtfully designed outdoor spaces include a small orchard within a native meadow, a fenced vegetable garden and charming potting shed, and a parterre herb garden.

Sid Evans, Editor in Chief of Southern Living said, "We're thrilled to return to Charlottesville after a decade and showcase a home that celebrates the natural beauty of this region. Nestled within the hills of Keswick, Virginia, this home offers the perfect backdrop to the rich history, renowned wineries, and vibrant culture that make this area so special."

This year's Idea House will be brought to life by a talented team of local Charlottesville professionals: developer **Molly Hardie**; builder **Alexander Nicholson**; architects **Rosney Co. Architects**; designer **Charlotte Moss & Co.**; and landscape architect **Waterstreet Studio.**

HGTV's **Erin and Ben Napier** will contribute to the home with custom countertops and products from **Scotsman Co.** Additionally, **Andrew Reid** of **Reid Classics** will showcase his company's craftsmanship throughout the home, along with talented local artisans.

"This year's Idea House will provide visitors and readers alike with fresh, innovative ideas tailored to modern living in the South," said Tiffany Ehasz, VP, Head of Sales. "We're excited to bring this project to the Virginia countryside and grateful to our sponsors and partners for helping bring our vision to life in new and creative ways."

There are currently 10 sponsors of the 2025 Idea House, whose products will be included throughout the home: Clopay ®, Command™ Brand, James Hardie, Marvin ®, Monogram Luxury Appliances, Propane Education & Research Council, Sherwin-Williams ®, *Southern Living* ® Home Collection Exclusively at Dillard's, *Southern Living* ® Plant Collection, and TimberTech Decking and Railing.

The 2025 Southern Living Idea House will be open to the public for tours from August through December, and a portion of the proceeds of home tour tickets will go to local charities.

The home will be featured on **SouthernLiving.com** and in the September 2025 issue of Southern Living, available on newsstands August 15. Following the completion of the house, a Southern Living House Plan for the 2025 Idea House will be available for purchase **online**.

ABOUT SOUTHERN LIVING
Southern Living celebrates the essence of life in the South, covering the best in Southern food, homes, gardens and travel. Southern Living connects consumers to the region's rich culture through a robust multi-platform presence, including print, digital, social, and events, as well as its Biscuits & Jam and Ask Grumpy podcasts and many licensing partnerships. Headquartered in Birmingham, Alabama, Southern Living is part of the Dotdash Meredith publishing family.

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