

# SOUTHERN LIVING'S 2025 IDEA HOUSE BRINGS A MODERN HOMESTEAD TO CHARLOTTESVILLE, VIRGINIA

THE HOME FEATURES DESIGNS AND PRODUCTS FROM 12 SPONSORS, INCLUDING JAMES HARDIE, MARVIN®, SHERWIN-WILLIAMS®, SOUTHERN LIVING® PLANT COLLECTION, TIMBERTECH, AMONG OTHERS

NEW YORK and BIRMINGHAM, Ala., Aug. 6, 2025 /PRNewswire/ -- Southern Living debuts the September issue cover story highlighting the 2025 Idea House, a 4,500 square foot home planted in the Virginia countryside with a design that reflects its peaceful and bucolic setting. The home will be open to the public for tours from August 14th through December 21st, and tickets are available [here](#). The 2025 Idea House is featured online now at [SouthernLiving.com](https://www.southernliving.com) and in the September 2025 issue of Southern Living, which hits newsstands on August 15th.

This year's Idea House sits on five acres of woods along a lake in Keswick Estate, a community just outside of Charlottesville. The home evokes a modern homestead feel, centered around a self-sustaining lifestyle, with orchard plantings in the front yard, a native meadow for pollinators, and a vegetable garden. The grand octagonal foyer and floor-to-ceiling living room windows offer lake and forest views that bring the natural surroundings indoors. Southern hospitality and indoor-outdoor living take center stage in the home, with a welcoming screened-in porch and a lakeside terrace that includes an outdoor seating area and grill beside the garden. The interior design blends heritage finds with contemporary pieces, offering approachable decor ideas anyone can try at home. Nature-inspired color palettes and locally sourced artwork pay tribute to the home's scenic setting and vibrant community.

"This is Virginia living at its best," Sid Evans, Editor-in-Chief of Southern Living, said. "Charlottesville and the surrounding countryside provide an idyllic setting, and our talented team has brought the home to life beyond anything we could imagine. From the tasteful architecture to the lush gardens to the gorgeous details of Charlotte Moss' interiors, the home feels like a glorious escape."

The talented team behind the 2025 Idea House includes developer **Molly Hardie** of Keswick Real Estate, builder **Allan Pettit** of Alexander Nicholson, architects **Julie Dixon** and **Keith Scott** of Rosney Co. Architects, interior designer **Charlotte Moss**, and landscape architect **Eugene Ryang** of Waterstreet Studio.

Products and designs from 12 sponsors of the 2025 Idea House are integrated within the home, including Clopay®, Command™ Brand, Glad, James Hardie, Lynx, 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.

Tiffany Ehasz, VP, Head of Sales, said, "This year's Idea House is jam-packed with inspiration, and visitors and readers will have access to countless innovative, actionable ideas to implement at home. With a blend of fresh and modern ideas mixed with timeless Southern style, there's truly something for everyone. We're grateful to our sponsors and partners who have helped us bring the home to life and continue to raise the bar for home design and innovation."

The house will be open to the public for tours from August 14 through December 21, and tickets are **on sale now**. A portion of each ticket will support the following charities: Building Goodness Foundation, Hospice of the Piedmont, and Yellow Door Foundation.

A Southern Living House Plan for the 2025 Idea House is available for purchase [online](#). For a video tour and more about the 2025 Idea House, check out [SouthernLiving.com](https://www.southernliving.com).


## **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 People Inc.

SOURCE People Inc.

For further information: Lauren Critelli, [lcritelli@people.inc](mailto:lcritelli@people.inc)

---

Additional assets available online:  [Photos \(1\)](#)

<https://news.people.inc/2025-08-06-SOUTHERN-LIVINGS-2025-IDEA-HOUSE-BRINGS-A-MODERN-HOMESTEAD-TO-CHARLOTTESVILLE,-VIRGINIA>