

SOUTHERN LIVING'S 2026 IDEA HOUSE CELEBRATES HILL COUNTRY LIVING IN FREDERICKSBURG, TEXAS

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NEW YORK and BIRMINGHAM, Ala., Sept. 16, 2026 /[PRNewswire](#)/ -- Southern Living, a People Inc. brand, debuts the October issue cover story highlighting the 2026 Idea House, a 4,000-square-foot contemporary farmhouse in Fredericksburg, Texas. Readers can experience the home in person with public tours through December, while the full feature is [online now](#) and in the October 2026 issue of Southern Living, on newsstands September 18.

Recently named one of Southern Living's *South's Best Small Towns*, Fredericksburg is a fitting home for this year's Idea House, a contemporary farmhouse designed to reflect the warmth and relaxed spirit of Texas Hill Country living. The home is located just three miles from downtown in [Frieden](#), a Southern Living Inspired Community.

For this year's home, Southern Living tapped three Lone Star State interior designers—Jean Liu of **Jean Liu Design**, Marcus Mohon of **Mohon Interiors**, and Paloma Contreras of **Paloma Contreras Design**—to infuse the new build with a spirit of welcome. Each designer brought a distinct point of view while taking cues from the home's Hill Country setting. Standout details include a vaulted white oak ceiling in the living room, a kitchen inspired by the colors of the region, and a casita that nods to Fredericksburg's historic Sunday houses.

"This year's Idea House really captures what makes the Texas Hill Country so special," said Sid Evans, Editor-in-Chief of Southern Living. "It takes its design cues from the landscape, and it sets a new standard for a home that's as warm and welcoming as it is stylish and innovative."

The talented team bringing the 2026 Idea House to life includes builders Melanie Sparks and Chris McGinley of **Kurk Homes**, architect Andrew Bray of **Mustard Architects**, landscape designer Melissa Gerstle of **Melissa Gerstle Design**, Chris Wilde of **Fredericksburg Development, Inc.**, in partnership with Skip Preble and Thomas Thör Peterson of **Heirloom & Co.**, and designers **Jean Liu** of Jean Liu Design, **Marcus Mohon** of Mohon Interiors, and **Paloma Contreras** of Paloma Contreras Design.

"One of the things that makes the Idea House so special is the opportunity to show our readers how great design and innovative products can come together in a home that's both beautiful and livable, and we're incredibly grateful to our sponsors and partners for helping bring that vision to life," said Tiffany Ehasz, VP, Head of Sales.

There are eleven sponsors of the 2026 Idea House, whose products will be included in the home: ADT, Clopay, James Hardie, Marvin, Monogram Appliances, Sherwin-Williams, Southern Living® Plant Collection, Southern Living® Home Collection Exclusively at Dillard's, TimberTech, Travel + Leisure Shop, and Volvo Cars.

The Southern Living Idea House is open for tours September 18 through December 20, and tickets are available [here](#). A portion of the proceeds goes to Operation Finally Home, Hunt Preservation Society, and Gillespie County Historical Society/Pioneer & Vereins Kirche Museums.

The Southern Living House Plan for the 2026 Idea House, Hill Country Hideaway, is available for purchase [here](#).

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, events, licensing partnerships, and Southern Living Insiders, the brand's premium membership program. Southern Living is also home to the Biscuits & Jam and Ask Grumpy podcasts. Headquartered in Birmingham, Alabama, Southern Living is a People Inc. brand which is owned and operated by People Incorporated (NASDAQ: PPLI).

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