

# Differentiation by fenestration

Gary Hutton, General Manager at Black Millwork looks at how developers can maximise the desirability for housebuyers.

**M**any housing developments can take on a uniformed look, but specifying the right architectural window can significantly improve their appearance as well as putting a unique stamp onto each house.

## Desire

Living in a unique and individual home has, until now, always been the preserve of either the super-rich or the well connected. But with reports that a German construction company has joined celebrity architect Daniel Libeskind to offer ordinary members of the public a bespoke, 'prefabricated' architect-designed house, owning a wow factor property may now not be so unattainable.

This offering still comes at quite a price, but it could make way for a trend in providing individuality across housing developments. There are many areas across the country where houses take on a traditional and uniformed format, culminating in monotonous rows of homes, irrespective of the surroundings and location. Providing developments that buck this trend, with houses that are out of the ordinary and unique, will heighten the attractiveness and desirability for potential homebuyers.

## Key elements

This does not have to mean colossal amounts of money. There are certain

key elements of any building's structure that can completely change the look and feel of a house inside and out. And with the Government announcing a £1.5 billion new homes package for the delivery of 20,000 extra affordable homes and 10,000 extra private homes, could mean the chance for developers and housebuilders to have creative licence on the overall look of a development.

## Unique

For potential housebuyers, the look and feel of a house, inside and out, is largely determined by the choice of windows and this is one of the easiest and most effective ways to put a unique stamp on a property in terms of character and style, whether this is to blend into the surroundings or to create a statement. Considering this, creative fenestration still has a fundamental role to play in the sale of new buildings.

It is not just the exterior of a property that ignites reaction from potential housebuyers, the atmosphere inside is equally important. The windows form a primary function in allowing natural light to filter through, opening up a room and effortlessly creating more space. The amount of light that is allowed through a window can dramatically affect the mood and well-being of the occupants. Utilising the best in



design and innovation can ensure the desired style is reflected from the outside through into the interior.

## Shapes

Large glazed areas can be immensely attractive to end users as they help to make the interiors of homes appear more spacious than they actually are. The size and shape of a room will have an impact on the specific windows specified. Arched windows can define high ceilings whereas ceiling top windows can add symmetry.

Many manufacturers, such as Andersen, offer a structural modular design, which can allow for an infinite number of possibilities for the arrangement and size of windows. Rather than defaulting to just basic

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## ...windows & doors

picture or casement windows, real value can be added to a property by combining arched or elliptical tops or even incorporating shapes such as octagons or diamonds.

### Slim profiles

Manufacturers' products will vary in profile size. Many housebuilders will recognise that elegant, small profiles give a less obtrusive view, allowing for more light and the illusion of a large, seamless outlook. Slim profiles can only be achieved if the structure has the strength to cope with larger spans of glazing. Timber components such as Andersen's Fibrex, offer the ability to produce slim frames whilst retaining the natural beauty of wood.

Fibrex is a revolutionary new composite material, made from a blend of more than 50% reclaimed pine wood fibre. This innovative new material delivers the strength, rigidity and thermal performance equal to

wood, as well as mimicking its aesthetics. More importantly, Fibrex possesses a stability superior to natural wood, meaning the most slender of window frames can be achieved, meaning a less obstructed view and maximum natural light.

### Innovation

Ongoing innovation within the fenestration market is key to delivering solutions that benefit a building's overall design and upkeep. By consulting specialist suppliers, housebuilders can ensure they are up-to-date with all the latest processes and techniques.

Careful consideration to the architectural design of the windows can dramatically transform the overall aesthetic of a property, making it more desirable for potential buyers. Design and detail can be achieved in any development, creating beautiful homes and individuality that is certain to impress.



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