

*Rustic Charm
Gets a Modern Twist*



SIDING WITHOUT LIMITS:

Creating the Modern Farmhouse Style with Vinyl

Warm, crisp, and refined — the sought-after modern farmhouse design evokes all of these attributes and so much more. This charming interpretation of comfort and simplicity creates an inviting atmosphere that can make anyone feel at home. That's why the modern farmhouse style is one of the most popular designs in the housing market, according to Houseplans.com. This style takes all the essentials of the past and mixes in a modern twist for homes that are simple and chic.

“The simplicity and clean lines, along with a little nostalgia, help the modern farmhouse create a relaxing environment in our chaotic contemporary lives.”

JONATHAN HYMAN

Architectural Department Manager at
Donald A. Gardner Architects



Mixing the Old with the New

BUILDING A MODERN FARMHOUSE

After inheriting farmland in Sylvania, OH, the Creque family decided to plant roots and build a custom house. Homeowner Jen Creque wanted to evoke the history of the land in her design, so she started putting her thoughts on paper and researching the best way to achieve her vision. The modern farmhouse style was the perfect choice for capturing the rustic charm with the sophistication of clean lines and industrial finishes, which was Jen's primary goal—to mix the old with the new.



"Once I discovered the benefits of vinyl siding, I thought, whatever we have to do to get this in our style, let's do it."

Jen Creque



"The homeowners specified vinyl siding primarily for the low maintenance benefit. They didn't want to have to paint the house or worry about durability issues."

Jim Moline of Moline Builders, Inc.

"We built on my husband's family farm so we wanted to stay true to the history while giving it a modern-day feel. I wanted people to look at the house and think, 'Did they redo that or is that a brand-new house?'" Jen said.

In partnership with Moline Builders, Inc. and Mike Graham Design architectural firm in Toledo, OH, Jen began the path to creating a nearly half a million-dollar custom home built entirely from her original vision. Jen specified all of the elements of the design, including bright white vinyl siding that was used on the entire exterior of the home.

"To us, it was the perfect siding choice," she said. "We didn't want to constantly repaint the house. We were able to get the board and batten style mixed with traditional clapboard without the ongoing maintenance."

The bright white vinyl siding on the exterior, mixed with bold black windows, and reclaimed barn wood beams create a stunning curb appeal that literally causes people to stop and stare.

"It's funny how many times we look out the front window and people are stopping to take pictures of our house," Jen said.



EXTERIOR



INTERIOR

Recreate the Modern Farmhouse Look

Get the rustic-chic modern farmhouse design using the following materials.

- Mix of bright white board and batten and clapboard vinyl siding
- Reclaimed wood accent beams
- Wide frame black windows
- Mix of metal and asphalt roof shingles
- Black industrial exterior light fixtures and accents
- Expanded natural light through doors and windows

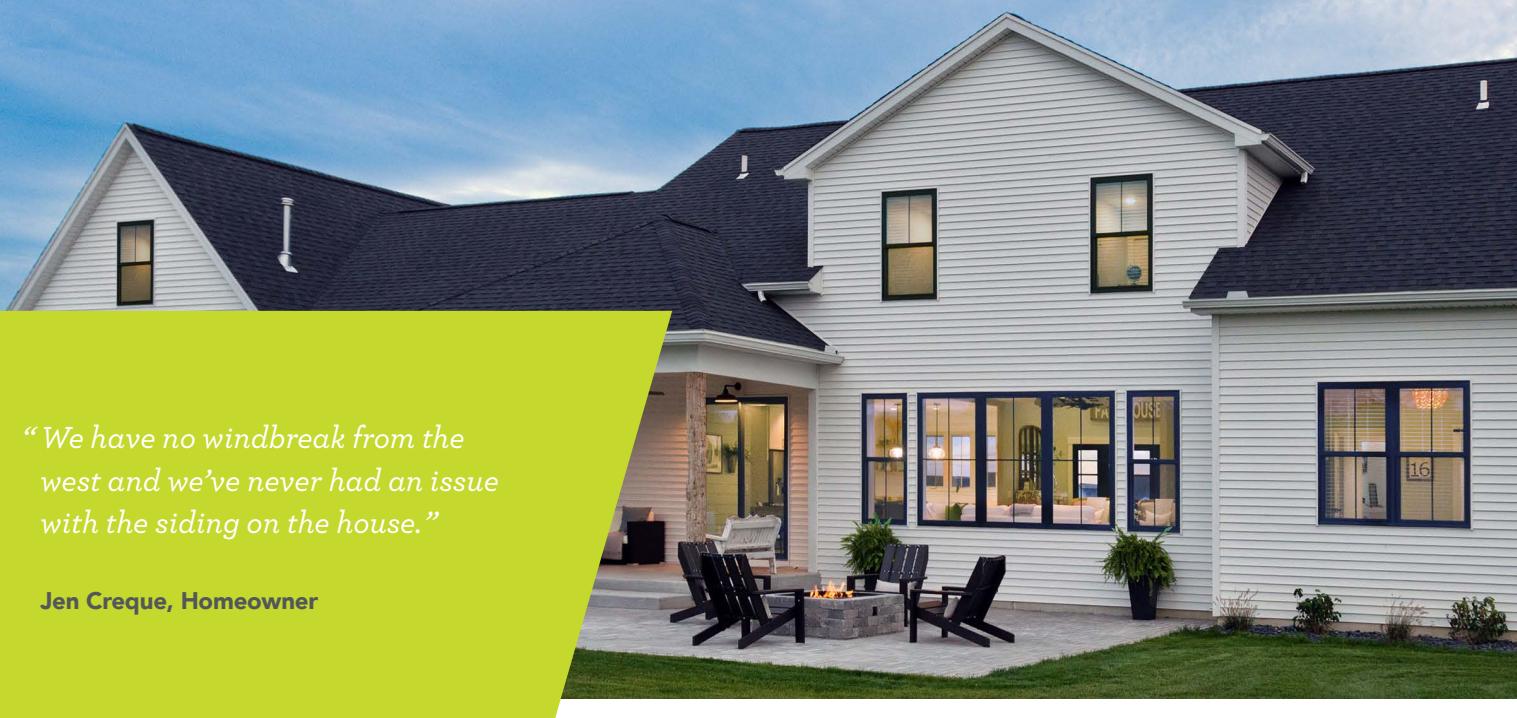
- White or pastel painted shiplap on the walls
- Wide plank hardwood floors
- Oversized industrial ceiling fans
- Vintage décor and interior lighting
- Plenty of greenery in plants and accents
- Clean, crisp door designs or reclaimed barn doors

GET INSPIRED

There are plenty of places to find inspiration for this architectural style, especially on social media. With millions of photos and mood boards on Instagram and Pinterest alone, this style proves to be a favorite among homeowners.

GET MORE IDEAS FOR THIS LOOK:

- Search Instagram using the hashtags #modernfarmhouse and #farmhousestyle
- Search for modern farmhouse on Pinterest and Houzz



“We have no windbreak from the west and we’ve never had an issue with the siding on the house.”

Jen Creque, Homeowner

Realize Any Vision with High-Performing Vinyl Siding

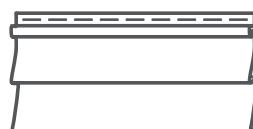
Jen brought her modern farmhouse dream to life with the help of versatile vinyl siding. This product is the leading exterior cladding in America for many reasons.



Withstands winds of at least 110 mph and resists impact



Requires minimal maintenance and can be cleaned with a garden hose and mild soap



Available in hundreds of certified profiles, accessories, and colors to achieve any design



To learn more about vinyl siding products and accessories, check out our design guide at vinylsiding.org/design-styles.

Proper Installation is Critical for Success

The quality of the vinyl siding installation is just as important as the quality of the product. Improper installation can lead to poor product performance and even void manufacturer warranties. VSI Certified Installer Karl Fitzer installed the vinyl siding on the Creque family's modern farmhouse and his attention to detail is one of the primary reasons for outstanding satisfaction from both an aesthetic and performance perspective.



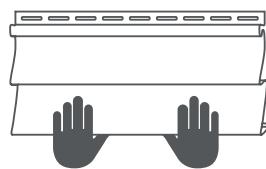
"Proper installation is key. It's typically not the product. Poor installation, not just nailing it too tight, but not putting the right trim on, using the wrong size siding, that's what can create a bad result."

Jim Moline of Moline Builders, Inc.

Some of the installation techniques used to create this look include:

- Correctly fasten siding to allow for vinyl's normal expansion and contraction properties
- Keep vinyl siding straight and secure on walls
- Properly prepare areas around doors, windows, and other openings to prevent water infiltration

[these are placeholders for now, need to get an installer on the phone again]



GET CERTIFIED

Take a class and become a VSI Certified Installer today. Find out how at vinylsiding.org/getcertified.

To find out more about the design and performance benefits of vinyl siding, visit vinylsiding.org today!

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