

OCTOBER 2-4 + 9-11

GRAND JUNCTION PARADE OF HOMES

Words by Kim Fuller | Photos courtesy of J. Howell Custom Home Builder



The Grand Junction Parade of Homes is a long-standing tradition in the Grand Valley brought to you by the Western Colorado Home Builders Association (HBA).

Through the Parade of Homes, HBA showcases builders and tradesmen in the region who are able to introduce new building and design trends. It's a great opportunity for those looking to build or remodel to meet builders, walk through floor plans and see different design and architecture styles on display.

Because of COVID-19, the Parade of Homes committee made a strategic decision to offer both in-person and virtual tickets for people to experience the unique and gorgeous homes on display during this year's parade. These two options will allow people to participate in a way that feels safest and most comfortable for them.

In 2019, J. Howell Custom Home Builder collaborated with Fixture Studio to debut a design/build project that was truly designed from start to finish. They had the honor

of winning each award in the 500,000 to 1 million-dollar home category, including the sought-after People's Choice Award.

This home was a different style than much of what is currently built in Grand Junction, with nods to Scandinavian modern and mid-century styles. With clean lines and a sophisticated aesthetic, it stood out as a modern home and the risk of trying something new paid off.

"People in the Grand Valley are ready to embrace modern, more progressive architecture and design elements," shares Justin Howell of J. Howell Custom Home Builder. Howell serves as a board member for HBA and volunteers on the Parade of Homes Committee, which is responsible for organizing the parade each year.

For example, the designer on the project used a large feather chandelier in the office; she also incorporated a black accent wall in the master bedroom, which became the focal point and made the bedside gold pendants stand out.

Fixture Studio also worked side-by-side with the landscape architect to ensure that even the plants used reflected the home's style and created flow throughout the entire property. This project was a showcase of what is possible when all pieces of the homebuilding process come together in a thoughtful and congruent plan.

Although J. Howell Custom Home Builder is not building in this year's parade, Howell says he will be cheering on his fellow builders, who are building under very difficult circumstances with COVID supply chain disruptions. J. Howell will also be giving away tickets in support of the event. To enter, follow @j.howell_builder on Instagram. The giveaway will go live on September 15 and one lucky participant will win two tickets for the 2020 Parade of Homes.

October 2-4 and 9-11, 23 homes will be open 10 a.m. to 6 p.m. Friday and Saturday, 10 a.m. to 4 p.m. Sundays. Tickets can be purchased online at gjparade.com. +

