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100 YEAR-OLD LAKE OF THE ISLES RESIDENCE UNDERGOES TRANSFORMATION AS 2012 ASID SHOWCASE HOME

***Tours Run May 19-June 10; Benefits St. Paul Chamber Orchestra and Women's
Foundation of Minnesota***

MINNEAPOLIS (DATE) -- The ASID Showcase Home is returning this year giving Twin Cities residents the exclusive opportunity to experience the dramatic transformation of a 100 year-old Lake of the Isles home. Owners John Larsen and Mike Stewart have opened their home to 30 designers, and will show off the finished product with a variety of tours and special events.

The home will be open for viewing May 19-June 10, Wednesday-Sunday from 10 a.m. to 4 p.m. In addition, special events will include the Opening Night Gala on Friday, May 18, as well as designer-led tours, a ladies night out, and other features such as culinary nights, green seminars and a wellness event. A portion of the proceeds from the showcase will benefit the St. Paul Chamber Orchestra and the Women's Foundation of Minnesota.

In order to take part in the ASID showcase, Larsen and Stewart agreed to work with *Mpls.St.Paul Magazine*, a team of designers, contactors, and countless artisans and craftspeople for months before they even moved into the home. In addition, they needed to be willing to share the final product with thousands of guests over a three-week period.

The house was transformed top to bottom by 30 ASID designers, led by architect and homeowner Larsen, who updated every square foot of the house into a one-of-a-kind home. Some of the home's most unique new features include an underground tunnel linking the house to an office, an artist's studio, a meditation room, a gift wrapping room and a full vegetable garden. The estate also features a separate office space that Larsen will use as a headquarters for his architectural business, Design 45.

“We knew this would be quite the undertaking, but couldn’t be more pleased with the outcome,” Stewart said. “John and I think it’s extremely important to give back and what better way than to open up and share our beautiful home with the community.”

Previously owned by Stanley and Martha Platt, the home was the grounds for many fundraisers and events hosted by the civic-minded and politically active family. New owners Larsen and Stewart, who are also heavily involved with local non-profits including Project 515 and the GLBT Host Home Program, are hoping to keep the integrity of the home alive by creating a gathering place for friends and neighbors who share their commitment to charity, philanthropy and the arts.

“We were really searching for a home that would appeal to local design aficionados and people with an appreciation for historic homes,” said ASID Showcase Home Committee Co-Chair Holly Bayer. “Not only is the home a perfect example of great design and beauty in the Twin Cities, but John and Mike’s passion for design mixed with their philanthropic commitments make them ideal candidates for this incredible transformation.”

The soon-to-be Minnesota GreenStar-certified home was created with state-of-the-art technology including geo thermal coils, natural carpeting and runners, environmentally friendly Aura® paint, LED lighting and recycled woodworking from the previous estate. The designers transformed their own respective spaces to create a home that aligned with Larsen and Stewart’s vision.

“I’m so proud that the house feels so cohesive,” said ASID Showcase Home Committee Co-Chair Angela Parker. “Every designer has worked so hard to ensure that their design is a reflection of John and Mike, and the integrity is spectacular. I think this is the most well-designed showcase home we’ve done.”

WHAT: 2012 ASID Showcase Home Tour

WHERE: 2002 Lake of the Isles Parkway
Minneapolis

WHEN: May 19 – June 10
Wednesday – Sunday
10 a.m. – 4 p.m.

COST: \$20 on-line or at the door; \$15 at discounted ticket outlets

Tickets available at the door or online at <http://www.mspmag.com/hometour>

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About *Mpls.St. Paul Magazine*

Mpls.St. Paul Magazine is an award-winning publication providing its own unique blend of lifestyle information, ideas, community insight and service to its readers. For more than 36 years, *Mpls.St.Paul* has celebrated the breadth of Twin Cities life including our readers' fascination with all things related to the home. The magazine's nine-year partnership with the American Society of Interior Designers underscores its commitment to the home-design category. *Mpls.St.Paul* sells more issues on

average per month than any other local, regional or national publication. For more information, visit our web site at www.mspmag.com.

About ASID

ASID is the leading professional association representing the interests of interior designers. Its mission is to advance the interior design profession through knowledge generation and sharing, advocacy of interior designers' right to practice, professional and public education, and expansion of interior design markets. The Society supports its more than 34,500 members-comprised of practicing interior designers from all design specialties, design students and industry representatives-through a variety of programs and services and a network of 48 chapters throughout the U.S. and Canada. For more information on ASID, visit www.asid.org.