

Kitchen & Bath Design Trends Across The Grand Strand

by Susan Roush & Cynthia Mendenhall

When individuals start thinking about building a new home or business or remodeling an existing structure, the kitchen and bathroom typically are the first two rooms that get the most attention. The kitchen is always a focal point in any home to create and enjoy meals for family time or entertaining and the bathroom is a widely used space in the private quarters of the owners. **Building Industry Synergy** reached out to several HGHBA members specializing in Kitchen & Bath Design to get their feedback on the latest trends they have noticed & to also talk about what they have to offer in terms of products & services to homeowners, building contractors, architects and property management companies across the Grand Strand.

The professionals at **Prodigy Kitchens & Baths** bring years of experience and superb knowledge to the most important rooms of a home. Prodigy is a unique company in that it designs a client's dream, assists with product selection, and completes the entire construction phase. Whether your kitchen is outdated or your bathrooms need a little sprucing up, they offer everything needed to create the complete package: cabinetry, flooring, plumbing fixtures, countertops, sinks, shower enclosures, vanities, tile, and lighting fixtures.



Justin Dedio (left), Drew Kathleen Newman (middle) and Thomas 'Tom' Dedio (right) with Prodigy Kitchens & Baths bring over 50 years design experience to the area homeowners, building contractors and architects.

Tom Dedio, carries 37 years of experience into this new company, leading out on the construction and business functions. His son, Justin, holds a degree in architecture and takes charge of the showroom, products, and designs dream kitchens and baths for his clients using 3D modeling and rendering photorealistic plans, just like HGTV. Interior designer, Drew Newman, rounds

out the team with her experience in large scale projects and whole home renovations. The Dedios pride themselves on strong work ethic and an even stronger attention to detail. "We are not a quota company," Justin explains. "We like to give 100% of our attention to producing picture-book projects."

The team at Prodigy Kitchens & Baths notes some exciting trends in the industry. Overall, interior colors are moving away from grays and into lighter earth tones with brushed brass and matte black popular on the finish end. New shower designs are larger and easy-access or barrier-free. "It's exciting to see how technology is moving into the kitchen and bath industry," Justin adds. Smart home devices are hot, including many Alexa@-



enabled products. "Lighting is everywhere now," Justin said, "placed inside cabinets and drawers and even toe kicks." Quartz countertops are trendy in the Grand Strand area, with hardwood

countertops on the horizon. You need to see the natural walnut countertop in their showroom!



Prodigy is a luxury kitchen and bath showroom where you will find more unique and specialized products that appeal to mid- and high-end tastes. Central to their showroom, located in Pawley's Island, is a complete small house displaying a fully functional kitchen with integrated appliances, a full bathroom, and a laundry room designed to be super functional. Smaller vignettes round out the showroom. Prodigy Kitchens & Baths is also an exclusive dealer of the Galley® line of kitchen products, a unique design concept that changes the kitchen sink into a workstation to function as a prep, service, and cleaning station.

Homeowners appreciate the ease and efficiency Prodigy provides by taking care

(Continued on page 14)



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of every detail from start to finish. This is especially true for out-of-town owners who wish to renovate their beach getaway. Justin explains, “They can come in, sit down for a couple of hours, and leave with the whole package of materials for their renovation,” and the assurance of high quality construction. Prodigy makes kitchen and bath design easier for builders and contractors as well. “Cabinets, build-ins, flooring, tile, hardware – everything for the house is here, in one place,” Tom said of their showroom. “Builders can send us their clients and we will take care of all the details.”



Prodigy Kitchens & Baths is located @ 8435 Ocean Hwy. in Pawleys Island directly across from Pawleys Plantation.

The kitchen and baths are integral parts of any home. If you're ready for a major renovation, a little refresh, or if you are a builder eager to hand off the detail work, allow Prodigy Kitchens & Baths to assist. They will be with you through every part of the process.

Swift Appliance, in Murrells Inlet, SC, works with homeowners, homebuilders, remodelers, and property management companies. Kevin Swift, manager of the Murrells Inlet store is in a prime position to report on what these three entities need and want.



Swift Appliance is located @ 5190 Hwy. 17 Bypass in Murrells Inlet 2½ miles south of Waccamaw Community Hospital.

Kevin noted, “A big thing I've been noticing compared to a year ago is a lot of built ins.” By built-in, Kevin is referring to larger units like 36” 42” or 48” wide refrigerators that sit flush with cabinetry. “I've seen a lot of people putting in KitchenAid built-ins, which costs a little less than a Thermador.” He added, “Most of the cabinetry is still white with lighter



Kevin Swift manages the Murrells Inlet store.

tone marble or granite counters. Kevin also sees an uptick in the dual fuel pro-style range. “They're just meatier looking, like a professional oven.” Many builders buy the Swift KitchenAid package for the look and price point, though Swift does offer the Thermador line at a builder discount.

Individuals who are remodeling or updating their kitchens gravitate toward GE Monogram, Jenn-Air or Thermador. When remodelers seek advice, Kevin suggests, “Make a list of things you wished you had in your old kitchen. If it's a total remake, start with design and layout and figure if it's worth doing. Sometimes an appliance upgrade or new counters and appliances makes a whole new kitchen. If the remodel involves a total gut of the old kitchen, then Kevin advises making decisions starting with the floor, then cabinets, counters and appliances. Swift Appliance is known for educating consumers on the pros and cons of different appliance lines, including those that can be a problem for servicing.



Though stainless steel still reigns for color selection Kevin said, “Whirlpool has just released a color called Sunset Bronze,

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Amber Self works with customers and assists with the day to day operations of the business.

which is a more like a gold finish – a little brighter.” They have not seen black stainless take off, but KitchenAid has introduced colored ranges. People who are attracted to Bertazzoni ranges can also look at KitchenAid for a bold accent color.

For laundry needs, Speed Queen is a leader in appliance longevity. Kevin reported, “Speed Queen can last up to 25 years.” The brand is made in the USA and gaining in popularity.

Swift Appliance is a property management company's go-to contact.

Kevin said, “When an appliance breaks down, they want a replacement quickly. We keep as much as we can in stock. We even take our floor models to get to them as quickly as humanly possible.” Swift works with small and large property management companies. A manager that cares for a few private beach vacation homes has different needs than multi-unit long-term

lease properties. Swift Appliance has the inventory and experience to fit either end of the spectrum.

Brady Glass Solutions continues to be very much involved with bathroom remodeling throughout the Grand Strand. This is a major component of their business. Owner David Brady says, “I have noticed a lot of condominium remodels over the last couple of years.” He says, “The shower is the heart of the bathroom. You want that ‘wow’ factor in



David Brady with Brady Glass Solutions.

two main areas – the kitchen and bathroom, especially the master bathroom.” He continued, “The most popular trend now is definitely the seamless, frameless shower door. The barn door slider is also really becoming popular.” David explained that this type of door gives the appearance of a frameless sliding door – it is a sharp looking door with a trim header set down from the top edge of the glass.

The slider is a good alternative to the swing door for smaller rooms that have a 4' or 5' shower opening, because it does

(Continued on page 16)



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not protrude into the bathroom. David added, “This type of slider shower door was created to show off nice tile work.” In tile design, David noticed it has moved away from the traditional 6” x 6” square tiles. He said, “Now they’re taking 12” x 24” tiles and running them in a staggered vertical pattern.” Herringbone is another popular layout, and the use of tile borders and frames create visual accents. Metallic and glass tiles give a special luster to a bathroom.



In overall bathroom design, David is seeing contemporary, clean lines using grays and neutrals for the base color. He added, “People are going with sleeker finishes such as brushed nickel and chrome and higher end fittings like champagne-bronze. A lot more quartz is being used for counters, along with undermount sinks.”

Besides custom glass and shower doors, Brady Glass Solutions specializes



in custom mirrors. With mirrors David says, “We’re getting requests for something we did in the early 2000s where we put lights and faucets through

mirrors.” Brady Glass Solutions also manufactures and fabricates insulated glass. “Fabricating insulated glass is truly about 50% of our business today”, says David.

Brady Glass Solutions works with several Property Management companies in this area. “I appreciate the relationship that we have established with the Property Management companies. They keep us busy throughout the year”, says David. In addition to the multiple bathroom remodels & installing glass shower doors, Brady Glass Solutions can handle any glass needs, including custom window systems, Curtainwall storefronts, CWS & PGT hurricane impact sliding glass doors and much more. ■

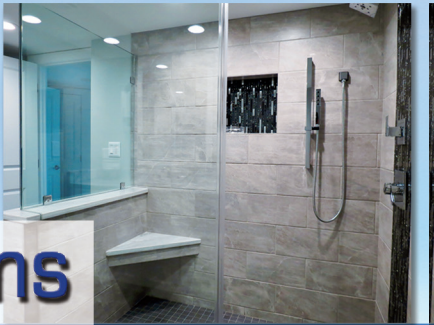


The Brady Glass Solutions’ showroom and manufacturing/fabricating shop is located @ 3825 Wesley St. in Myrtle Beach. (Turn onto Wesley St. @ the Meineke Car Care Center on George Bishop Pkwy.)



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