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Contributing Editor
BUILDING A
BETTER HOME



MARY
LUDEMANN



THE BRAMBLE



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Great things are happening at New Old, and we couldn't be more excited to share them with *Charlotte Home Design & Decor* readers! As a company, we have always sought to thoughtfully balance our dual core values of preserving the past and innovating for the future. Now, we are thrilled to be experiencing a series of "firsts" that honor the history and traditions we cherish in new and exciting ways.

We are immensely proud and excited to unveil The Bramble, New Old's first planned community of homes. This project certainly represents a milestone for us as a company. But what makes it truly special is the fact that this will be Charlotte's very first *Southern Living* Inspired Community.

We are passionate about *Southern Living* Inspired Communities for so many reasons. First, they are always beautiful, timeless, and preserve the unique character of their surroundings. Second, they exemplify charm, grace, warmth, tradition, hospitality, and community – all of the very best things about life in the South. Third, they are the epitome of taste, elegance, and refinement. And last, but certainly not least, *Southern Living* Inspired Communities are committed to "preserving the long-favored lifestyle of our region





with some of the best ideas in urban planning, architecture, landscape design, and recreation.”

These principles and values speak to who we are as builders, which is why we were incredibly honored and delighted that *The Bramble* was hand-selected by *Southern Living* editors. They also speak to who Charlotte is as a community, which is why we are so excited to be the ones to introduce this concept here.

We designed *The Bramble* to be an intimate neighborhood of luxury homes, where people can quietly enjoy their families, their neighbors, and their lives, in a serene wooded setting, amid charming streets lined with copper lanterns. Farmhouse, Craftsman, traditional, and European styles inspire the homes’ designs, and each is gracious, welcoming, and bright—just as a *Southern Living* Inspired home should be.

We also designed each home to reflect an exquisite sense of taste. We used the highest level of craftsmanship and the finest

materials, and we made sure that each home had innumerable custom details that made it truly unique. Our goal was to provide elevated living in a way that was genteel, refined, and understated – not showy or ostentatious. In essence, luxury you can sense rather than see. You might say it’s our interpretation of the best of traditional Southern values.

We are delighted to now see our labor of love come to fruition. We are even more delighted to share it with the Charlotte community. We know it has opened up a new world of possibility for us, and we hope it opens the door to many more *Southern Living* Inspired Communities for Charlotte in the future. ♦

Mary Ludemann is the founder of New Old and has been designing and building homes for over 12 years. To discuss your next dream build or renovation project, contact New Old at 704-975-5196. For more information, visit www.newold.com or email them at building@newold.com.

