

# BUILD Central Florida Design

VOLUME 1 ISSUE 1

**STOCKWORTH**  
REALTY GROUP

Solaire at the Plaza - Penthouse | 155 S Court Ave P-2 | 4 bed | 4 full & 1 half bath | 5,294 sq. ft. | \$1,975,000

# FEATURED DESIGN FIRM

## Morales Design Studio, Inc.

### *Villa Bello, Windermere, FL*

Designed by Bobby Morales, ICAA, AIBD

Villa Bello is a masterfully designed lakeside Italian Villa which transports us to the Italian tradition of courtyards, sunlight, gardens and intimate family connections.



LAKESIDE VIEW  
Michael Lowry Photography

For further information about *Villa Bello* visit [MoralesDesignStudio.com](http://MoralesDesignStudio.com)

## *The Village • The Home • The Garden*

By John Thorne IV

A Central Florida design firm invites us to rekindle our excitement, and rethink the possibilities of interaction between community, home, and garden spaces.



*Villa Bello*  
STREET VIEW

Far too seldom do we come across spaces that we *absolutely love* and that truly *captivate our senses*. We admire and choose to vacation in such places, but all too often choose to design, build, or live in something entirely different. One Central Florida design firm is inviting us to rethink how we experience the spaces in which we live. Through skillful use of timeless proportions, classical design principles, and an understanding of modern lifestyle considerations they are reintroducing beauty and charm into the communities, homes, and gardens they design.

# The Village

## Master Planning • New Urbanism

With projects spanning internationally, MDS boasts an impressive portfolio of community planning and neo-traditional neighborhood development. The latest of such projects are the St. Augustine inspired communities of *Arrivas Village* and *Stadium Villas* that are currently being constructed in Viera, FL. MDS led both the community master planning and the single family<sup>(07)</sup> and multi-family product design. Model homes are now open and the communities are sure to receive much attention during the upcoming Parade of Homes this fall.

During the planning phases MDS brings together their diverse and talented team of land planners, designers, landscape architects, engineers, and artists. All stakeholders are involved throughout the entire design process by means of a special intense design session termed a "charrette".

# The Home

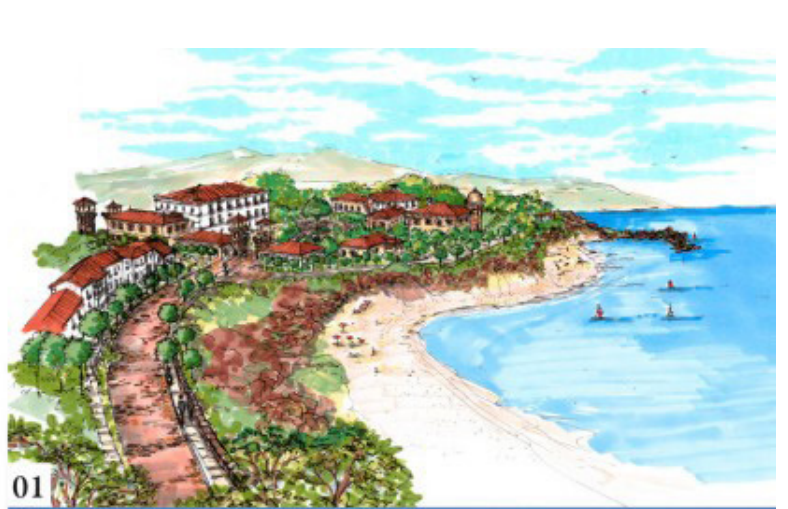
## Authentic • Viable

An authentic home design inherits elements from the village in its hierarchy of public, private, formal and casual spaces. Harmonizing the varied criteria for a successful home design requires good listening and initial data-gathering in order to ensure an accurate design, and to satisfy all budgetary and time restraints.

# The Garden

## Gardens • Parks • Courtyards

Outdoor spaces should delight us, relax us, and give us opportunities for both pleasant social interaction and, at times, needed solitude. Having traveled extensively throughout Europe and the Americas, Bobby Morales brings a keen insight into the importance and proper execution of garden, park, and courtyard spaces; this insight is equally evident in both his community planning and home designs.





### *The Design Firm Re-imagined*

MDS has geared their services to extend far beyond typical schematic design and construction document services. Clients come to MDS for their distinguished & creative design talent, but are quickly surprised to find themselves with access to a host of marketing and business services. Such services include rendering & artwork, web design, print design, graphic

design, 3D modeling, video presentations, and conference space for builders and developers to meet with their clients. MDS even makes available to their builders an online predesigned plan catalog. Builders and developers are empowered by having their branding and sales needs seamlessly integrated into the project workflow.



#### \*CHARRETTE SERVICES

A charrette is an intensive planning session that expedites the schematic design phase from many weeks to days. It is typically held near the project site, where stakeholders, such as developer, builder, municipalities, and others collaborate with the planners and designers on a vision for development. Charrettes provide a valuable forum for ideas and offer the unique advantage of giving immediate feedback/response to stakeholders and designers. Bobby Morales is certified by the National Charrette Institute as a Charrette Administrator. MDS offers their charrette format for both community planning and custom home projects.

#### **Bobby Morales, ICAA, AIBD**

Bobby's 37 year body of work includes magnificent homes, estates and communities throughout the US, Europe, Central America and the Caribbean. He was awarded a Certificate in Classical Architecture from the prestigious Institute of Classical Architecture & Art, NYC. He is driven by a passion for classical and traditional architecture, and its modern application. Bobby also volunteers of his time on a weekly basis in contributing to education in his local community.

- 01. Pacific Winds TND  
Republic of Panama
- 02. Stellar Golf Showhouse  
Orlando, FL
- 03. Casa Teresa, IBS Showhouse  
Baldwin Park, FL
- 04. Casa Allegra  
Winter Park, FL
- 05. Pacific Winds TND  
Republic of Panama
- 06. Bristol  
College Park, FL
- 07. Arrivas Village  
Viera, FL

Villa Bello & Casa Allegra photography  
by Michael Lowry Photography



MoralesDesignStudio.com



View complete galleries at [MoralesDesignStudio.com](http://MoralesDesignStudio.com)  
including many design projects in Bella Collina.