

MURFREESBORO

MAGAZINE

QUALITY OF LIFE



LOCAL
SPRING
FASHION

5 Neighborhoods that Offer Murfreesboro's Best



EXPLORE
THE COBBS'
SMART
HOME
MECCA

March 2017
murfreesboromagazine.com

Contents

APRIL 2017

4

CALENDAR

6

AROUND TOWN

7

BEST HOPES

Meet Beesley Animal
Foundation's Sarah Cantrell

8

HOME SWEET BORO

Five neighborhoods that
showcase Murfreesboro's
best qualities

14

HOME

The Cobbs' surprisingly
smart Woodbury remodel

26

FASHION

The hottest spring
trends you can really
get your hands on

30

SOCIAL



Living Smart

Hugh and Joyce Cobb transformed a small Woodbury house into a mecca of smart technology—and a beautiful home to boot.

BY **BECCA GEORGE**
PHOTOS BY
MARY CATHERINE FREEMAN

When it comes to a home with a “wow!” factor, Hugh and Joyce Cobb know how to make an impression. After deciding to downsize to a modest home in Woodbury, they transformed their space into a technological haven modeled on both character and convenience. Their residence is now a full smart home—as well as a demo experience for their companies, Cobb Home Innovations and Faux Home Finishing.

When the Cobbs first bought their home, their goal was to find land and keep horses. They also wanted to downsize, moving to a more simplified way of life and back to their roots. Hugh and Joyce started over with a true fixer-upper home project—they began with gutting their new home. “We bought our home to flip,” Hugh explains. “We had just closed on the house, and I came home one day and Joyce had the bathtub in the front yard. I was a little nervous. She was ready to start tearing stuff out.”

The couple started with the bones of the original 900-square-foot house and then began to add on. “We pretty much tore out everything but the framing,” Hugh explains. The Cobbs tore down walls, removed popcorn ceilings, and added space to make their home functional for them and their lifestyle. >>





Now, their new home is not only a place to relax and entertain, but it also serves as an experience center for the technologies and design that Cobb Home Innovations and Faux Home Finishing offer. Hugh is the creator, developer, and mastermind behind the technology in their home, and Joyce is the interior design and faux finish guru. Their warm and open personalities, paired with their willingness to make anything possible, make them feel like a technology-based *Fixer Upper* couple.

The Cobbs' remodeling project opened up the space in the house and created a place where they can entertain guests and clients and truly showcase the smart products Hugh's company offers. "This tiny house was a good learning curve because it forced us to think smarter," Joyce says. Each detail has been carefully thought through, from the iPads on each wall to the textured walls and detailed finishes. After owning retail spaces for 30 years, the Cobbs decided that they wanted to develop a new concept: an experience center that showcases a home environment and technology without the confusion of a big box retailer.

But despite being an experience center for Hugh's company, the Cobbs' home still includes a lot of very personal design. Many of the walls have texture incorporated into them using Joyce's faux finish art. "I am never loud with the finish," Joyce says. "I like for it to be part of the background." Her style and approach are complemented by the subtlety of Hugh's own innovations.

The Cobbs' entire house is fully integrated: each room and every device speaks to all the others. The music can be turned on from a cell phone, from the iPad in the wall, or by simply speaking. In fact, everything is voice activated: the Cobbs can also turn lamps on and off, open shades, and even shut down the house for the night, simply by speaking. "We can hit one button and put the whole house to sleep at night," says Joyce. "We can actually speak it and say 'House, bedtime,'" adds Hugh. "It is fun for people to come in here and experience it, because you don't know if that is going to fit your lifestyle until you see it."

The smart technology and fun features continue throughout the home. A disagreement between the couple on whether to put a television in their bedroom inspired Hugh to come up with a way to camouflage the TV. Now, the mirror in their room appears to simply be a mirror—until the TV behind it is turned on. Until it's in use, the television is completely invisible. "I am hands on: if I can't buy it,



I am going to build it," Hugh laughs. "There is nothing that can't be done. Period."

In 2008, for instance, the Cobbs invented a new design technology with lighted tiles that can even be used inside a bathroom and shower. Their patented tiles involve no voltage but send a fiber feed with radiofrequency. "I freaked out an inspector once," Hugh laughs. "He made me tear the house apart to show him there wasn't any voltage."

The room with the biggest impact, however, is their newest project, the home theatre room. This space features better-than-cinema quality speakers and Dolby Atmos technology to pair with the large screen television. Their TV features "upconverting" technology that can make even a black-and-white episode of *Andy Griffith* look crisper.

Hugh explains that Cobb Home Innovations does not interfere with the integrity of their customers' homes, but instead integrates technology into people's spaces in subtle ways. The couple's own home became more and more automated gradually as they continued with renovations. They added keypads and iPads all over the house and can now access their security cameras, open and close garage doors, and control music and temperature from anywhere. No detail has been left out. The Cobbs even designed their home to hide the outlets in built-in cabinets, keeping all of the electronics hidden from sight when not in use.

The technology doesn't stop with the interior, either, but also extends to their cozy outdoor courtyard with a wood burning fireplace and a perfect setting for grilling and entertaining. Their back patio also features a mirror that raises and lowers like a car window, masking a TV for outdoor enjoyment.

"The key is simplicity," says Hugh. "A lot of people don't understand how simple it can be." Hugh and Joyce have made sure each addition to their home is functional to them, and they do that for every homeowner they work with. "A lot of builders are a little fearful. They say we are out of the box," says Hugh. "I don't want normal; I don't want cookie cutter. We have a passion for what we do. We want a 'wow' factor."

Learn more about how you can add smart features to your home, or get the Cobbs' home look, at cobbhomeinnovations.com and tennesseefauxfinishing.com.





Ameri Care
SERVICES, INC.
Termite, Pest Control & Moisture Specialists

Termite Control. Pest Control. Waterproofing.
1 Time • Monthly • Quarterly

- Pest, Termite & Moisture Control
- Quality Service
- Great Prices
- Liquid Systems
- Bait Systems

- Real Estate Inspection & Letters
- New Construction Pre-treats
- Vapor Barriers
- Positive Drains

- Sump Pumps

Offer Valid for New Customers Only!

\$75 Off

Termite Services • Offer Expires 5/11/17



526 South Walnut
Murfreesboro, TN 37133
615-893-7111

Offer Valid for New Customers Only!

\$25 Off

Pest Control • Offer Expires 5/11/17



526 South Walnut
Murfreesboro, TN 37133
615-893-7111

526 South Walnut | Murfreesboro, TN 37129 | 615-893-7111
Charter #317 | www.AmeriCareServices.com