

LOCAL ASSOCIATIONS

Owensboro builder Benny Clark knows “what a woman wants”

The Home Builders Association of Owensboro presented its 2006 Parade of Homes in June, and one entry surely stood out to women. Benny Clark, owner of Homes by Benny Clark Inc., incorporated an entirely new idea into the design and marketing of his parade model: “what a woman wants.”

Any man who claims to understand that deserves your attention.

“The ‘What a Women Wants’ house is designed to function around the needs of a woman,” said Paula Hedden, sales and marketing director for Homes by Benny Clark Inc.

“When a woman arrives home from work, she begins her second and most important job as commander in chief of the home, managing husband, children, dinner, laundry and other family issues.”

The design for the home originated with Anne Olson, president of Olson Architecture Inc., an all-female architecture and design firm in Colorado.

Clark brought the design home from a workshop, and now women homebuyers in Owensboro have something they can call their own.

What makes the house woman-centric? It has everything from more

desk space in the kitchen area to spa-inspired bathrooms, with the main focus being on open, flexible spaces that can be used for a variety of purposes. The rooms in the house have been renamed to reflect their 21st-century uses.

“No more kitchens and great rooms,” said Hedder. “This open area is known as the ‘reality room,’ where the family gathers. We have a ‘command center,’ where she can do her Internet banking, order a pizza, send e-mails to family and friends, print pictures or plan a weekend getaway.”

From the command center, Mom can see the reality room and hear the washing machine and dryer. The command center has replaced the desk that has typically been located in the kitchen and has become a catchall for everyone in the household.

The house has a bedroom on the first floor that can be used for a nursery, an office or a queen suite.

The dining room boasts a butler’s pantry and a dry bar with a wine cooler for entertaining family and friends.

The second floor has two bedrooms joined by a Jack-and-Jill bath. An open walkway, called the ‘educa-

tional walkway,’ looks down into the reality room.

The educational walkway is so called because it provides areas for bookshelves, desks, and display spaces for art collections and family photo galleries.

The walkway leads to the ‘dream space.’ This space has an area for a home theater, a card or game table,

and a desk with Internet access and lots of storage.

“The dream space is just what its name implies,” said Hedder, “Whatever you want it to be.”

The HBA of Owensboro’s Parade of Homes took place over the last two weekends in June. The parade had 26 entries by 15 builders across 18 neighborhoods.



The adult retreat bath has separate “his and hers” vanities. The woman’s vanity is shallow so she doesn’t have to lean over to put on makeup. It also has hidden outlets that allow her to plug in curling irons and blow dryers and keep them out of sight.