

|DISTINCTION|

SERVING A UNIQUE NICHE IN THE CUSTOM-HOME INDUSTRY



PLASTER EXTERIORS

Located in the downtown Historic District, Fabu-WALL-ous Solutions remodeled the exterior of this home (above) and performed a window remediation. For an exterior retaining-wall project (right), the firm applied Akrostucco synthetic Venetian plaster.

Fabu-WALL-ous Solutions, LLC

SPECIALIZING IN HISTORICAL RESTORATIONS AND SYNTHETIC-VENETIAN-PLASTER APPLICATIONS

by *Julie Edwards*

Combine two good friends, more than 70 years of construction experience, a customer-first philosophy, and an exceptional work ethic, and the outcome is Fabu-WALL-ous Solutions, LLC—Santa Fe, New Mexico’s premier builder and remodeler specializing in historic restoration and synthetic-Venetian-plaster application.

“Our goal is to provide our clients with detailed attention to their individual building needs throughout every stage of a project,” says Bill Deuschle, managing

partner and founder of Fabu-WALL-ous Solutions. “We consider our clients our partners, and we design-build with the goal of exceeding their expectations while manifesting their dream project on time and within budget.”

Fabu-WALL-ous Solutions was founded in 2004 by Deuschle as a custom design/build company with an emphasis on the marketing and application of Akrostucco, a synthetic Venetian plaster imported from Italy.

Initially, Deuschle intended to form an additional company for his building business; however the name Fabu-WALL-ous Solutions rapidly became associated not only with Venetian plaster, but also with top-quality construction delivered with a friendly yet professional approach.

In 2005, following the completion of an extensive project that included a major remodel, a notable expansion, and the addition of new guest home to an adobe residence in Santa Fe’s downtown historic district, Deuschle approached his friend and former building associate, Chuck Caswell, with an offer to relocate to Santa Fe and become a full partner in the company, which Caswell accepted in 2007.



Fabu-WALL-ous Solutions, LLC

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2009 Haciendas Parade of Homes

Peoples Choice Award

Excellence in Green Building
 "Honorable Mention"

2009 Excellence in Remodeling

Remodeler of the Year

Best Commercial Remodel
 "Grand Award"

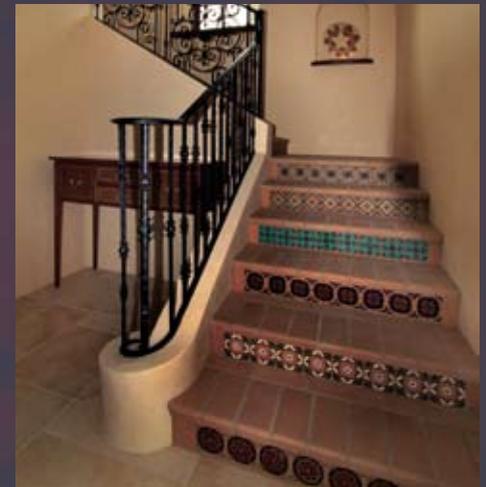
Master Suite Revitalization
 "Honorable Mention"

2008 Excellence in Remodeling

"Best Whole House Remodel & Addition"

"Best Outdoor Living Space"

2007 Nominated for Santa Fe Historic Preservation Award



Although a relatively new company, Fabu-WALL-ous Solutions offers more than 70 years of building experience between its co-owners, including several years working with a highly regarded historic-restoration company. While with their former company, Deuschle and Caswell worked alongside extremely skilled Old World craftsmen restoring some of the nations' finest National Historic Landmarks, which sparked their passion for historic restoration.

Since 2005, the Fabu-WALL-ous Solutions team has completed numerous projects including residential remodels, revitalizations, and new buildings as well as several commercial projects. Several of the company's projects have won awards, including its 2005 project in Santa Fe's downtown historic district, which received the Best Whole House Award and Best Exterior Living Space Award in Santa Fe's 2008 Excellence in

Venetian Plaster Quality Evaluation

- **ECO-FRIENDLINESS:** Does the product have low VOCs and does it offer any LEED-certification credits?
- **DURABILITY:** Is the product crack resistant, does it clean easily, and is it easily repaired?
- **BREATHABILITY:** What are the product's vapor-transmission qualities for use in damp areas, such as kitchens and bathrooms?

RUSTIC MEETS CONTEMPORARY

The Akrostucco synthetic-Venetian-plaster background provides a rustic contrast against the contemporary cabinetry in this kitchen. Photo: Gianardi Construction.



Venetian Plaster Trends

- COLOR: Homeowners are leaning more toward bold color with lots of veining “movement” in the finished appearance, especially in bathrooms, game rooms, and master suites.
- FINISHES: The current trend is a smooth finish burnished to a matte or medium sheen with significant veining evident, providing an elegant 3-D appearance.

In addition to its superior client service, Fabu-WALL-ous Solutions is known for its finishes, which Deuschle and Caswell consider to be a primary focus of the company’s work.

“While a sound structure is vital, finishes are equally key,” Caswell notes. “The interior and exterior finishes are what people actually see, and they require a close attention to detail that mirrors the quality of the construction.”

A recent project that truly exemplifies the company’s philosophies is a luxury home built in Santa Fe. The project included working closely with the owners to create an authentic Spanish hacienda-style home on five acres with magnificent 360-degree, 100-mile views of mountains, canyon lands and mesas.

The home was designed to capture the best views from various rooms and create the perfect ambiance while keeping energy efficiency in mind. The majority of the finish details were developed in the field in a cooperative effort with the owners, including the selection of a myriad of tile styles and patterns. The project received a HERs rating of 56 and received an honorable mention in the 2009 Santa Fe Parade of Homes for Green Building as well as the People’s Choice Award.

“We were involved in the project from the napkin sketches through its successful completion,” Caswell says. “When completed, the project reaffirmed our continued commitment to service, quality, communication, and attention to detail.”

Fabu-WALL-ous Solutions’ achievements are best illustrated by the company’s quick climb to a stellar reputation. As Deuschle notes, “Realizing rapid recognition as a quality, dependable, and knowledgeable builder—especially in a community where client expectations are above average and there are many established builders—is an accomplishment for which we are proud.” ■

“I believe our success can be, in part, credited to our creativity—we ‘think outside of the box’ and a client will never hear us say, ‘It can’t be done.’”

CHUCK CASWELL, PARTNER

Remodeling competition. The project was also nominated for a Historic Preservation Award. Other awards of recognition include a 2009 Excellence in Remodeling award for Best Commercial Project and recognition as Remodeler of the Year 2009 by the Santa Fe Area Home Builders Association.

“I believe our success can be, in part, credited to our creativity—we ‘think outside of the box’ and a client will never hear us say, ‘It can’t be done,’” Caswell says. “Instead, we explore options and find a solution that will work and that will make a project exceptional.”

“Every project and every client is unique and special to us,” Deuschle continues. “Our goal is to provide excellence in building—this goal remains the same and is approached with the same tenacity, regardless of the size or type of project.”