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WHISKY KITCHEN

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REGIONAL FEATURE

DETROIT BUILD & WHISKI KITCHEN

PHOTOS | GENE MEADOWS PHOTOGRAPHY

A Collaboration and a Partnership

Royal Oak Michigan, named for just that. Early surveyors thought Michigan was primarily swampland, uninhabitable and undesirable. Until 1819, that was, when a group of explorers set out to prove them wrong. As they came upon higher, dryer ground and beheld an extremely large oak tree, they were reminded of the legend of the oak tree that provided refuge to King Charles II of England in 1660. They decided that this grand tree should be named after the legend and dubbed it Royal Oak.

With the auto industry boom, Royal Oak grew to become a family community with easy access to Detroit. Its quaint character and affordability made it popular with many. Fast forward to the early 2000s. Royal Oak is in the midst of a resurgence in popularity. The community feel, character, and proximity to Detroit and its suburbs have drawn many to invest their money on reviving the area. As a result, Royal Oak has recently become a hot spot for development, renovation, restaurants, nightlife, and culture.

Seabrook Satterlund wanted to be part of that excitement, and in 2001 he launched Detroit Build, a construction company whose focus is on high-end, innovative use of space. Though Detroit Build has built a few custom homes, its focus has been interior and exterior renovation. The addition of Whiski Kitchen, a full-service design center for kitchens, baths, closets, and more, to the stable in 2015, was the natural progression of the business.



The motto "Teamwork Makes the Dream Work" has truly defined the direction in which Satterlund has taken both companies. He commented, "Though the two companies operate independently, they are a wonderful complement to one another because of their expertise and are able to manage the disconnect that often occurs between property owners and their contractors."

When it came to his own abode, Satterlund was drawn to the Sky Loft condominiums because of their prime downtown location, minimalist/modern industrial aesthetic, and loft styling. Completed in 2004, the mixed-use Sky Loft building consists of one retail level, two parking levels, and five residential levels with 70 one- and two-bedroom condo units. Satterlund purchased a 1,150 square foot unit in 2015 with plans to renovate.

The existing concrete floors and pillars and the two bedroom, two bath footprint appealed to Satterlund, but the condo needed some personalization. His desire was to take the loft from minimalist industrial to a space that was edgy -- an open, urban loft feel but with transitional elements to make the space cozy.

So how best to create the desired transitional edgy industrial loft feel? By adding bold elements and comfy furnishings.



All original materials that could be reused were to be donated to Habitat for Humanity, so the Detroit Build team had to carefully save and remove them during demolition. While the space may be smaller than many home renovations, working on a property without a yard or garage was a constant struggle. What was the best way to dispose of scraps during the buildout, and where would the best place be to stage various construction elements?

Thanks to collaboration between the Detroit Build and Whiski Kitchen teams, they found ways to make it work.

The existing master bath would undergo updates involving cabinetry, sinks, and the addition of a stand-up shower. Little did they know when drawing up the plans that the concrete floor would require a jackhammer to tunnel out the drain line! Unlike a freestanding home renovation, neighbors in condominium units must be considered when work such as a jackhammer is planned. With the proper notifications in place, the Detroit Build team had to determine just how thick the concrete subfloor was, so that the line wouldn't go too deep and compromise the integrity of the concrete.

While they were at it, they added in-floor radiant heat, energy-efficient LED lighting, a heated towel bar, and a flat screen TV to the bathroom. The new shower features Lake Superior River Rock and multiple shower heads, making this master surpass the average bathroom.

With the recommendations of the design team headed by Whiski's design director Rebekah Tull, they found creative and exciting ways to make many elements pop.

In the living room, artist Bill Edmonstone was brought on board to create custom industrial lighting. This was completed using industrial gauges, vintage green glass telephone pole insulators, old car tail-lights, black malleable gas piping, and vintage wiring. Graffiti artist Ryan Defelice painted a colorful custom graffiti wall depicting his version of downtown Royal Oak. This curved wall brings "bold" to a new level and mixes fun, edge, and urban. More custom art makes up the south wall of the condominium, which consists of a black and white charcoal drawing of the downtown Detroit skyline. Reclaim Detroit contributed to the project by supplying salvaged wood from a downtown

Detroit home that was being dismantled. The wood was used to install a sliding barn door on the guest bedroom.

In addition, a reclaimed veneer they provided was used on three sides of the kitchen island.

Speaking of the kitchen, it's worth noting that the renovation of this room was done in a mere NINE days. Because the kitchen was in use during the condo transformation, it was the last room to be done. In this short time, the team completed the demolition,



electrical and plumbing updates (again in coordination with the neighbors due to water shut-off), new drywall, cabinet and trim installation, countertop and sink installation, painting, appliance placement, and staging.

The new kitchen boasts flat-panel high gloss TCO cabinets with tiger eye striping on the upper cabinets and a solid dark gray base. River Rock mined from deep beds was used on the countertops, creating a look that appears to be an aggregate rather than a solid surface -- think fluid and full of energy. The room is finished with LED under-cabinet lighting to keep the work spaces bright.

Finishing with a Transitional feel meant using comfortable furniture combined with some unexpected elements, such as the toolbox used as an end table and the Craftsman rolling garage stool used for extra living room seating.

Satterlund views the finished space as a true reflection of his personality. ☐



DETROIT BUILD

PRINCIPAL OWNER: Seabrook Satterlund

Seabrook Satterlund was born in Marquette and grew up in the Upper Peninsula before settling in the metro Detroit area. He carries a B.A. in Political Science, with minors in English and German, from Union College in New York. He also holds an MBA from The University of Detroit Mercy.

Working primarily out of Royal Oak, Satterlund is a home renovation business leader and passionate local entrepreneur. He has spent the last 15 years designing, building, and renovating residential and commercial spaces for people all over Michigan. Since 2001, he has completely submerged himself in the metro Detroit design/build world.

He leverages his unique perspective into transforming mundane kitchens, baths, and other areas of residential and commercial buildings into spectacular spaces, using unique products and "outside the box" ideas. He began by creating Detroit Build as a full-service builder/renovator.

Satterlund is a licensed builder and holds an EPA certification. He resides in Royal Oak and enjoys snowboarding, softball, hockey, and traveling when he's not designing ridiculously cool spaces.

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WHISKI KITCHEN DESIGN STUDIO

As the design aspect of Detroit Build flourished, Seabrook Satterlund made the decision to open Whiski Kitchen design studio in 2015 to focus purely on the design aspects of new construction and remodeling projects.

The studio is a full-service design center for kitchens, bathrooms, closets and other spaces. Though completely separate entities, the two companies are "sisters" and complement each other well. Clients go to Whiski Kitchen for guidance in the design realm, whether it be cabinet colors and styles or countertops or tile or paint -- or simply to learn whatever the latest trends are.

The design studio operates out of an old 1,200 square foot repurposed auto garage. The showroom is well lit and draws attention with its 10 foot glass garage door, clearly displaying the vignettes as well as the flat black 1965 Vespa that sits in the foreground.

Whiski Kitchen received a business beautification award in 2015 from the Royal Oak Chamber of Commerce. A second location will be launched this summer in Rochester.

CONTACT INFORMATION: 322 E. Lincoln Ave. Royal Oak, MI 48067 | (248) 629-0058 | Whiski—Kitchen.com



whiskiKITCHEN

The name, brand, and design Whiski Kitchen Design Studio says it all. Unique, edgy, and always thinking out of the box, Whiski Kitchen has created an image that individualizes their company covering a niche in the market place that has quickly engaged both clients as well as the design industry.

President and owner, Seabrook Satterlund, whose Royal Oak loft is featured in this issue, teamed up with Rebekah Tull their Design Director, a very talented and passionate designer with over 10 years' experience in the kitchen and bath industry. Satterlund and Tull started the business in January of 2015, and with-in just nine months they launched a 1000 square foot showroom in down Royal Oak directly in front of Roak Brewing Company.

They opened their doors in September of 2015, converting an old body shop into a showroom in which they decided to keep the original aesthetics such as the concrete floors and exposed duct work, while replacing a battered old garage door with a glass wall door. Covering designs from contemporary, transitional and traditional looks.

With an overwhelming amount of business filtering in they felt it was time to hire an experienced Sales and Marketing Director. In January 2016 Ricci Bellucci owner of Directional Design Consulting came on board fulfilling this position. Bellucci a native New Yorker relocated to Michigan in 2012 and holds a business degree in entrepreneurship along with a degree in Interior Design.

Just six months after the opening of their current showroom in Royal Oak they purchased a 3,000 square foot building on the corner of Main and Crooks, due to open August 2016. They are also launching another showroom in Rochester Hills.

They are very excited about both showrooms as they will be showcasing a new contemporary collection from Italy, two domestic semicustom collections, their own private label-line and one fully custom collection. Whiski Kitchen Design Studio will always offer a style and a price point for everyone while adding an interesting twist to every design they do!

