

MODERN TAMPA BAY HOMES

Taste Acquired

By Marc Mencher
Photography by Modern Tampa Bay Homes



This residence is an example of Modern Tampa Bay Homes' unique approach to building modern custom homes.

Richard McGinniss gained his reputation by designing and building large-scale condominiums, luxury residential homes and working on residential land development projects over the years before establishing his firm, Modern Tampa Bay Homes in St. Petersburg. During his earlier career, he designed offices for corporate giants such as IBM and Bristol-Myers and hotels for Ritz-Carlton, Hyatt and Marriott.

However, Richard's current goal is to design and build modern residences for people who wish to express their own personal

styles and sophisticated tastes within their homes. He has made an art of creating interesting and sustainable homes while maximizing value for his clients. "We create exterior designs that stand out, yet still fit in," he says. "There is a constant visual interaction between any structure and its environment, regardless of whether that environment is an urban landscape or a more natural setting. Our homes are not separate from their environment—they are part of it, and their designs reflect that."

While Richard's homes are designed to fit in with particular



A disappearing wall serves to seamlessly join the house with the pool area that sits between it and the property's in-law apartment.

This three-bedroom home was built to blend in a neighborhood with traditionally designed houses.

environments, they surely stand out. They can't be missed. His homes represent livable works of art built for those who recognize and appreciate design. Modern Tampa Bay Homes' concept is to bring the outside into its homes so that the interiors are dramatic, yet elegant, and the rooms flow smoothly from one to the other. There is a balance and noticeable harmony throughout. "The external environment becomes part of the interior living space, but in a way that never compromises the comfort of the home." ►





This open floor plan uses numerous interior design elements for a visually stimulating environment.

The company expresses their designs in two distinct categories, their Icon Collection and their Urban Collection. Their Icon Collection consists of one-of-a-kind designs that are designed for individuals who seek a living environment that mirrors their lifestyle and personality. They start the process of the design for their Icon homes with “an open mind and a blank slate,” Richard explains. “We listen, learn, absorb, reflect and draw options until we feel a mutual inspiration to explore a final design solution.” Thus, the firm works directly with the clients to better understand their needs and interests so that the design and subsequent home will completely satisfy them. They explore and consider a plethora of criteria including the relationship between space and functionality,

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together with products and hardware, pausing along the way to ensure their course of action coincides with the established goals and budget with the end product being a creation reflecting their client’s aspirations.

Modern Tampa Bay Homes’ second grouping is their Urban Collection. Although this collection shares many building traits with their Icon Collection, the Urban Collection reflects their depth of experience in design and construction of modern homes. While these builds are both beautiful and functional, the design team remains flexible, thus able to meet multiple budgets. They are constantly exploring different design options and solutions, building techniques and products. Their Urban Collection ensures both uncompromising quality along with reasonable and practical pricing.



This 3,790-square-foot home uses geometric architecture to establish its personality.



The design of this home breaks with classical and traditional styles to create a live-in piece of modern art.

Simplicity and elegance are the defining traits of any home built by Modern Tampa Bay Homes. They build for people who value originality and distinction. Their clients know the difference between fads and trends, between quality and short-term savings, and whose standards are uncompromising. "We have fun working with some of the most interesting people on the planet," Richard McGinniss says, "and how we view the ability to establish relationships with these people while creating great architecture is a privilege that we honor." ■■■

EDITOR'S NOTE: For information or consultation, contact Modern Tampa Bay Homes at 2250 Central Ave., St. Petersburg, (727) 820-1480.