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architectsloft.com architecture firm launches new website designed to keep visitors informed and on top of trends

Glen Head, N.Y. December 3, 2007 – With a current real estate market making it tough to find buyers for houses, many homeowners are choosing to renovate rather than sell... *or* renovate to *be able to* sell. Either way, Americans are spending in the neighborhood of 200 billion dollars per year on home remodeling, and the need for useful, easy-access information, sound, professional advice and reputable resources has never been greater.

With the click of a mouse, **architectsloft.com** -- the brand new website of Glen Head-based firm, architect's LOFT -- provides those looking to plan a renovation or building project with up-to-the-minute information about the latest design trends and building materials. The site features attractive visuals within its portfolio section, from professional photography of the firm's completed residential and commercial projects to architectural renderings of projects that are currently 'on the boards.' This gives the visitor an overview of the firm's body of work while serving as a virtual showcase for the architectural styles and interior design trends the region is currently embracing. The website also offers a free, quarterly e-newsletter -- design LOFT -- which reports on various aspects of home design and offers seasonal tips to visitors who submit an email address.

As part of Paul Pellicani's firm's re-introduction to the marketplace as "architect's LOFT," **architectsloft.com** was designed to be fresh and modern in feeling with a distinct direction toward environmentally-aware, sustainable design and building concepts. A pleasing green palette on a crisp white ground makes the website clear and easy to read and navigate. The copy and content are carefully arranged throughout, providing what is appropriate and relevant, but with the option for more in-depth information on every page.

"We respect that the public's awareness of good design has grown tremendously," says Pellicani. "Our website is a way to connect with people and share helpful information ... just because we can."

architect's LOFT is located at 338 Glen Head Road, Glen Head, New York, and can be reached at 516.609-3410. Paul Pellicani, R.A., A.I.A., founder of **architect's LOFT**, is a licensed and registered, award-winning architect who has been creating innovative spaces for more than twenty years. In addition to his work as an architect, Paul is an educator and an artist. It is the intention of **architect's LOFT** to utilize the team's knowledge and expertise to bring the highest level of service to its clients, guiding them to innovative, creative, efficient spaces.

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