



**iCONTACT DESIGNS**  
INSIGHTS & INTERIORS

23940 Woodward Avenue  
Pleasant Ridge, Michigan 48069

**FOR IMMEDIATE RELEASE**

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**BASEMENT**  
IDEAS THAT WORK  
*Creative design solutions for your home*



**MICHIGAN INTERIOR DESIGN FIRM FEATURED IN NEW TAUNTON PRESS "BASEMENT IDEAS THAT WORK" BOOK SERIES!**

Pleasant Ridge, Mich. (October 3, 2007) – Taunton Press, America's leading publisher of home improvement books and shelter magazines, released their latest title, "Basement Ideas That Work," in their successful "Ideas That Work" book series, focusing on basement remodeling ideas. The new tome, available today, highlights a Michigan connection in that it features several photos of the award winning work created by Pleasant Ridge interior design firm iContact Designs, Inc., located at 23940 Woodward Avenue.

*"We're thrilled that Taunton Press thought highly enough of our work to seek our input with the book project,"* said Susan Murphy, principal and lead designer for iContact Designs. *"The thought of our interior design work exhibited to a national audience is exciting."* iContact Designs' featured work highlights an award winning, half-million dollar, custom lower level for a private residence located in Rochester Hills. *"Our mission for this project was to raise the oft-neglected lower level to new heights; the result, we feel, was a harmonious mix of like-minded Arts & Crafts influences that we fondly call 'Frank Lloyd Light.'"* said Murphy. *"We also had the pleasure of enlisting a group of talented local artisans to help create many of the lower level's unique custom features."*

Massachusetts designer and builder, Peter Jeswald, whose accomplishments include residential homes, medical facilities, retail stores, restaurants and schools, spent the last year and a half writing "Basement Ideas That Work." The 184-page how-to is the most comprehensive basement design book, covering every aspect of transforming your basement into your dream place and features 20 amazing case studies,

250 full-color photos and 23 drawings. "Basement ideas That Work" retails for \$19.95 and is available from Taunton Press and better booksellers everywhere.

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iContact Designs, Inc. is an award winning interior design firm now in its eleventh year of designing artistic and creative living environments, located at 23940 Woodward Avenue, Pleasant Ridge, Michigan 48069. Telephone (248) 584-0007. iContact Designs portfolio can be viewed on the web at [www.icontactdesigns.com](http://www.icontactdesigns.com).

A family-owned company, The Taunton Press was founded by Paul and Jan Roman with a clear vision for providing high-quality information and inspiration. Starting with Fine Woodworking magazine, Taunton has always taken a different publishing approach, one that emphasizes the value of the reader and their long-term relationship with the magazine. On the heels of Fine Woodworking's success, the company continued to publish new titles including Fine Homebuilding, Threads, Fine Gardening, Fine Cooking, and Inspired House. Taunton, which published its first book in 1977, currently features more than 500 titles and publishes 50 new books every year, each hand-crafted to deliver new insights, ideas, and inspiration.

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