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Our
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Carlo Rinomato

Generation Homes
Building the "Next Generation" of Homes

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Building the “Next Generation” of Homes

By Adrian Fiorino



Right: A spacious and amenity-filled kitchen by Frendel Kitchens.

Below: This stunning example of Generation Homes' floor plans features paint by North End Interiors and hardwood by Colony Hardwood Floors.



Photo by Daniel G. Dutka Photography.



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In 1996, Carlo Rinomato dreamed of giving his purchasers the “next generation” of homes. Now, at the dawn of the new millennium, it is clear that his dreams have come to fruition. For the past half-decade, Generation Homes, headed by the savvy and avant-garde Carlo Rinomato, has quickly propelled itself into the upper ranks of home builders in Toronto and surrounding areas. Generation Homes, a company dedicated to quality craftsmanship, supplies an exceptional product to its purchasers. In recent years, many other home builders have erected generic and typical “builder houses.” In contrast, Generation Homes creates lively, colourful residences which stray away from the generic blueprint sketched by other companies. Generation Homes has achieved exactly what its name implies—it has created the “next generation” of homes by marketing a unique alternative to customary habitations.

The Rinomatos' commitment to quality and detail spans back over four decades. In 1959, Carlo's father, Leo Rinomato, along with his brother, Tony Rinomato, opened Torino Drywall. Throughout the '60s and well into the '80s, Torino worked exclusively within the drywall industry,

forging a standard in both manufacturing and construction. In 1988, Carlo spearheaded his father's current business with the birth of New Generation Drywall, signifying the next era in his family's business. For the next eight years, New Generation remained essentially a drywall company until 1996, when it broadened its scope, expanding into the home construction trade. Since then, Carlo, along with father Leo, have supplied a vast spectrum of clientele with avant-garde home designs.

Most of Generation Homes' projects are situated within the regions of downtown Toronto, Maple and Woodbridge. Located in Vaughan, Ontario, Generation Homes' signature site, “The Villas of Santa Cruz,” showcases unparalleled design characteristics. For instance, this community features only 3,000-plus-square-foot detached homes, including two-storey and bungalows. Inside, floors are surfaced with genuine ceramic tile and oak hardwood. Larger-than-standard baseboard trim enhances the floors of each home. Looking upwards, home buyers will be awed by the soaring nine-foot cathedral ceilings found not only on the main floor, but on the second as well—an unusual accomplishment for

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Photo by Dameri C. Dulka Photography

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a production builder. Purchasers will also enjoy the luxury and convenience of grandiose garden doors that lead out into spacious backyards.

Outside, the first characteristic that a new home buyer will notice is the inventive use of colour. Unlike other companies, Generation Homes will not employ stagnant, monochromatic colour combinations. Long gone are the days of "builder beige." Instead, many of the homes within the Santa Cruz development "burst out" with brilliant and attractive yellows, blues, mauves and greens, extending a unique and refreshing alternative to the "blah" colour patterns offered by others. In conjunction with colour, texture also adds to the appeal of a

Left: Exteriors with brick and stone add distinction to this home. Brick by Century Brick; windows by Brown Windows.

Below: Kitchen by Frendel Kitchens; paint by North End Interiors.



Photo by Dameri C. Dulka Photography



Photo by Daniel G. Dutka Photography.

The pillars are the central focal point in this spacious open-concept design. Plumbing by New Era Plumbing.

Santa Cruz dwelling. For instance, outside surfaces exhibit attractive materials such as stone and stucco. Santa Cruz homes also use a product called Century Brick on many of their models. The resulting effect is a successful juxtaposing of contemporary styling with old-time flair. This combination, along with a host of other design features, adds an eclectic elegance to every abode within the Santa Cruz collection. This appeal makes all of the dwellings built by Generation Homes desirable to the discriminating buyer. Both inside and out, houses built by Generation boast

strikingly ergonomical designs. Not one square foot goes unused or unaccounted for, attesting to the designer's efficient use of space. This fact makes a Generation home an entertainer's dream.

Generation Homes has an uncanny relationship with its patronage. From a home's initial conception all the way to its final touches, purchasers can custom-tailor many aspects of their new dwelling. For instance, a buyer may wish to visit Generation Homes' design center to augment or rehash certain design elements. Clients may also take excursions out to

suppliers in order to personally select particular colours or materials to be used. This practical approach keeps the design side of home construction fun and exciting for a prospective homeowner. It gives purchasers a stake in their new home, ensuring that they feel involved every step of the way. This flexibility towards design and construction is what truly makes a Generation house a home.

For the immediate future, expect Generation Homes to undertake developments in the Maple North region of Ontario. In addition, Carlo plans on expanding his business into the



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home renovation sphere as well as into the development side of construction.

For the past five years, Generation Homes has withstood the market by offering homeowners a niche product. It is for this reason that Generation Homes' continued success will be based on the construction of fashionable, chic dwellings. Carlo Rinomato certainly does attain great satisfaction through his purchasers' delight, and truly hopes that his homes will be enjoyed for generations to come.

For more information regarding Generation Homes, call (905) 760-9220, fax (905) 760-9118, or visit them at: 106 Corstate Ave. Unit 2, Concord, Ontario L4K 4X2. In addition, you may access the Web site at: www.generationhomecanada.com.

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Photo by Daniel G. Dutka Photography.

Left: The elegant dining room features hardwood by Colony Hardwood Floors and windows by Brown Windows.

Below: Streetscape Villas of Santa Cruz. Forming by MCF Forming; structure steel by Mansteel; brick by Century Brick.

