



KB Home Unveils Groundbreaking ProjeKt Home: Where Tomorrow Lives

January 7, 2019

The BUILDER KB Home ProjeKt leverages latest smart and sustainable living technologies to create a home that actively contributes to health and wellness and adapts to its owners' needs

HENDERSON, Nev.--(BUSINESS WIRE)--Jan. 7, 2019-- KB Home (NYSE: KBH) today announced the unveiling of the [BUILDER KB Home ProjeKt](#) concept home of the future in conjunction with CES 2019. The KB Home ProjeKt breaks new ground in smart home building through innovative partnerships and cutting-edge technology that helps residents improve their physical and emotional health and well-being, and is designed to flex with the needs of its homeowners. Located in Inspirada, one of the bestselling master plans in the U.S. and a dynamic, connected and growing community, the KB Home ProjeKt is a short distance from the Las Vegas strip and CES, and is a full-scale, immersive home experience of “where tomorrow lives.”

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190107005317/en/>



According to the Environmental Protection Agency (EPA)¹, Americans spend approximately 90 percent of their lives indoors, making their homes an important factor in their overall health and well-being. A [Hanley Wood survey](#) found that three-quarters of current homebuyers say they consider housing as essential or extremely important in contributing to good health, and two-thirds believe that the right housing environment could cut their annual medical costs by as much as 40 percent.²

“The home of tomorrow must meet the future needs of its residents, so we designed the KB Home ProjeKt as a smart, sustainable, flexible home that looks beyond energy savings and helps people live a healthier, more energetic life,” said Jeff Mezger, KB Home chairman, president and chief executive officer. “The challenge for builders is to employ technology to design healthy homes that are attainable for everyone — from first-time buyers to empty nesters — so that future homeowners can benefit from a healthy home.”

KB Home Unveils Groundbreaking ProjeKt Home: Where Tomorrow Lives (Photo: Business Wire)

The KB Home ProjeKt responds to this challenge by integrating smart and sustainable technologies and materials into every room of the house through support of partners and title sponsors, Whirlpool, Delos, Hanley Wood, AndersonBaron and KTG Architecture + Planning. It all starts with Google Home, the tech foundation of the KB Home ProjeKt, with Mesh network and Google Assistant, working alongside the Delos DARWIN Home Wellness Intelligence Network. The smart home’s technological advances operate seamlessly to create a relaxing and more productive environment without intruding on its residents.

A Healthier Kitchen

The kitchen is the hub of wellness with cutting-edge Whirlpool smart appliances and creative touches. Working together, the Whirlpool appliances and Yummly app can examine the contents of the refrigerator, identify what recipes are possible and prepare the oven to cook the selected recipe — all from a phone. A living garden wall makes it easy to access fresh food.

A Healthier Indoor Ecosystem

Since the average American today spends the vast majority of their lives indoors, their home’s health can have a significant impact on their well-being. According to the EPA³, concentrations of some pollutants can be up to five times higher indoors than outdoors. To provide a healthier indoor environment, premier air filtration systems remove harmful air pollutants, as well as antimicrobial paint and drywall that absorb VOCs (volatile organic compounds) from the surrounding air.

Delos’ DARWIN™ Home Wellness Intelligence Network, a first-of-its-kind system, passively monitors and constantly responds to real-time changing environmental conditions within the home. DARWIN is always taking care of the resident, delivering fresh outside air while purifying indoor air quality conditions, as well as purified water at every fixture within the home.

A Healthier Night's Sleep

Rest is considered an important foundation for healthy living⁴. The home's noise-reducing walls and windows and circadian lighting are designed to create an ideal sleeping environment, as well as areas for activity or relaxation. Special noise-dampening drywall means quieter bedrooms and a peaceful environment.

DARWIN even adjusts lighting to match the time of day and sync with your body's own natural circadian rhythms — the body's "internal clock." For example, lighting can be set to create an energizing environment for morning or a calming one for evening.

A Flexible Home That Adapts to Its Owner

With KB Home ProjeKt, whatever you need your home to be is up to you. Moveable walls offer a multitude of options throughout the day in a single, highly efficient space. Flexible space can become a bedroom, office, studio or entertaining area. Turn the upper floor into a revenue-generating unit or space for a caregiver or adult child returning home.

"This concept home is designed to support the way people live today — and tomorrow," said Paul Tourbaf, president, residential construction group at Hanley Wood. "The home is designed to be flexible in a variety of ways in any given day, from family time to working at home to entertaining. It actually collaborates with you, making your life more efficient and reducing stress. It is also designed to be flexible for the long term as family structures and needs change."

Creating "Social Collisions"

According to Dr. Vivek Murthy, former U.S. Surgeon General, loneliness is associated with a reduction in lifespan as severe as smoking 15 cigarettes a day and can be more severe than obesity⁵. Conversely, people with strong social connections have a lower risk of cancer, better cardiovascular health, and faster recovery rates when disease or injury occur⁶.

The homesite and community design creates natural "social collisions" that make connecting with neighbors and friends easier and the orientation toward semi-private spaces at the front of the home encourages a natural flow from privacy to social engagement. In addition, the outdoor design includes an outdoor flex space for a yoga studio or swim spa for the convenience of exercising at home, or an outdoor living area.

More Information and Media Briefings

Media tours of KB Home ProjeKt can be scheduled by contacting MWWPR. For more information about KB Home ProjeKt, please visit the [KB Home ProjeKt web site](#).

BUILDER KB Home ProjeKt Sponsors

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About KB Home ProjeKt

KB Home ProjeKt: Where Tomorrow Lives is a forward-looking concept home that breaks new ground in home building through innovative partnerships. It is led by KB Home, an industry leader in sustainability and innovation. The ProjeKt team aims to re-envision the home buyer's experience of home and community, and represents the ultimate exploration of health, wellness, attainability and sustainability in a volume home building framework. This best-in-class home will be revealed in January 2019 at the Inspirada master-planned community in Las Vegas. To learn more, visit [KBHomeProjekt.com](#).

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database – powered by Metrostudy - the company provides business intelligence and data-driven services. The company produces award-winning media, high-profile executive events and strategic marketing solutions. To learn more, visit [hanleywood.com](#).

About KB Home

KB Home (NYSE: KBH) is one of the largest homebuilders in the United States, with more than 600,000 homes delivered since our founding in 1957. We operate in 38 markets in eight states, primarily serving first-time and first move-up homebuyers, as well as active adults. We are differentiated in offering customers the ability to personalize what they value most in their home, from choosing their lot, floor plan, and exterior, to selecting design and décor choices in our KB Home Studios. In addition, our industry leadership in sustainability helps to lower the cost of homeownership for our buyers compared to a typical resale home. We take a broad approach to sustainability, encompassing energy efficiency, water conservation, healthier indoor environments, smart home capabilities and waste reduction. KB Home is the first national builder to have earned awards under all of the U.S. EPA's homebuilder programs — ENERGY STAR®, WaterSense® and Indoor airPLUS®. We invite you to learn more about KB Home by visiting www.kbhome.com, calling 888-KB-HOMES, or connecting with us on [Facebook.com/KBHome](https://www.facebook.com/KBHome) or [Twitter.com/KBHome](https://twitter.com/KBHome).

¹ Klepeis NE, Nelson WC, Ott WR, et al. The National Human Activity Pattern Survey (NHAPS): a resource for assessing exposure to environmental pollutants. *J Expo Anal Environ Epidemiol*. 2001;11(3):231-252. doi:10.1038/sj.jea.7500165.

² The Farnsworth Group and Hanley Wood research. June 2018. 300 homebuyers and homeowners.

³ <https://www.epa.gov/report-environment/indoor-air-quality>

⁴ Division of Sleep Medicine. Harvard Medical School. <http://healthysleep.med.harvard.edu/need-sleep/whats-in-it-for-you/health>

⁵ Murthy, Dr. Vivek. Work and the Loneliness Epidemic. *Harvard Business Review*. September 2017. <https://www.vivekmurthy.com/single-post/2017/10/10/Work-and-the-Loneliness-Epidemic-Harvard-Business-Review>

⁶ Umberson, Debra and Montez, Jennifer Karas. Social Relationships and Health: A Flashpoint for Health Policy. *Journal of Health and Social Behavior*. October 2010. <https://journals.sagepub.com/doi/abs/10.1177/0022146510383501>

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