

## It's Not the House You Grew Up In...

New series chronicles the challenges, gaffes, and excitement of today's residential design and construction industry

By Tess Farmer

**N**uhaus Knows is a new reality-based series following a fascinating residential design practice based out of the DeKalb-Peachtree Airport in Chamblee, Georgia. The owner and chief designer, Rob Platt, who has worked on many notable projects across Georgia and the entire East Coast, carries the show and its message.

Platt has practiced as a professional residential designer for 43 years, with 27 years working also as a builder. "I started as a designer and began building after about seven years and tiring of builders not building as I had designed!" Platt says.

In the early 1980s, he was one of the pioneers in the "Design-Build" model for residential construction in Florida and the implementation of an emerging new tool called CAD (computer-aided design).

"One half of my life's endeavors have led to working with my hands and the practical application of the physical craft and the other, the mind craft, design. It's hard to say which I enjoy the most," he adds.

The 30-minute, unscripted show highlights Platt's expertise and humor, in addition to the complexities of home remodeling and how to navigate them.

"Construction is becoming more and more complex with more than 4,000 components going into the completion of an average house," says Platt.

"Consumers have questions, and we want to answer those and provide clear direction," he adds. "So much of the information out there is only marketing, at best, and our goal is to cut through that and help the homeowner make good, informed decisions. This is about understanding you need a guide that knows the path from experience, good and bad."

With Platt's larger-than-life personality and his equally witty, intelligent, and charming daughter, Aaron Michelle Platt-Baker, the two have been working together nearly seven years, and they also film the show together. Their clients value their approach and what they both bring to the design process.

Platt sought out Jason Jones and his team at Monumental Media for the production and to bring his vision to the screen. Jones, also a veteran in his craft, is founder and principal of the Atlanta-based video production company.

"Jason has captured everything we wanted to do and share with a public audience; we are really excited about him being a part of it," says Platt.



Rob Platt and daughter Aaron

The first seeds were planted for a reality series years ago when Platt and his team were tasked with completing a live broadcast studio for the French government during the 1996 Summer Olympics. Platt and his team turned a vintage 1917 warehouse into a rooftop studio that rose to the Olympic mission. The catch was he had seven weeks to complete it. Platt's solution was to hire 42 roadies to get the job done. "Someone commented after we pulled that off, this should have been a TV show," he says.

Twenty-five years later, it happened.

The show features real construction projects and clients of Platt's. One segment of the show is also dedicated to profiling a local craftsman and sharing their perspective on the project. The skill and talent of these artists and tradesmen have been grossly overlooked and frequently underpaid. In sharing their stories, Platt hopes to shine light on their invaluable contribution to the process.

Like the series title states, "It ain't the house you grew up in," that reality is grossly understated. Homeownership in the current millennium is a complex and often over-

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whelming collection of rules, regulations, and technologies. And it's only getting more so as each day passes.

"If you own a home, or aspire to own a home, you will run headlong into this morass of regulatory and technological wonder," Platt states. "There is a popular retailer that says, 'You can do it, we can help.' Good luck on that. This isn't about buying products."

He adds, "Ultimately, our goal is to earn the viewer's trust and confidence as I show how and why. If you're looking to build, buy, or modify a home, or are interested in the current state of this industry, we have a lot to share that you need to know ... and want to keep you laughing along the way."

Full episodes of *Nuhaus Knows* are slated to air in October 2022. Up until then, mini-episodes will be released at [www.nuhausknows.com](http://www.nuhausknows.com).

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