

Project Profile

Not So Big Show House

In a world where bigger is better, one architect set out to change that all-too-popular misconception. Sarah Susanka has stepped outside the architectural bubble and developed a new way of thinking and designing homes. She has developed a method that focuses on sustainability and the relationship of the house and the occupants so that it is not just a mere structure, but a home. Susanka believes that by shrinking the footprint of a house, you can spend more time and money on the intricacies that make it a home for generations. This gives it the ability to change with technology and be a “good custodian of natural resources” without compromising the aesthetics.



As part of the 2005 International Builders Show in Orlando, the Not So Big Show House (NSBSH) was showcased. The home was built with comfort and functionality in mind. Its revolutionary design brings together some of the most innovative products that are sure to be staples in the building industry of the future. The focus of the building is to highlight the benefits of good design, best building practices and environmentally responsible, sustainable homebuilding in an effort to influence the industry’s practices.

When looking for the right products to use in the NSBSH, the team, spearheaded by Sarah Susanka, insisted each product reflect the philosophy on which the house was built around. Each product needed to be functional, sustainable and environmentally responsible without detracting from the appearance of the home.

For these exact reasons, BioBased Insulation® was chosen to be used in the home. Its superior insulating qualities, durability, and because it integrates bio-based materials made it the perfect fit for this innovative approach to home design. Together, BioBased Insulation® and the NSBSH helped make the case that bigger isn’t always better in the realm of homebuilding.

