

Holliday Architects



James Holliday and John DiNisio

By FELICIA LOWENSTEIN NIVEN
Photography by JACK ELBERSON

about the house but where they take vacations, what they like to eat, and so on. We'll eventually get into the actual project. But the key is getting your clients to open up, to the point where they're able to tell you very particular things that they're not comfortable telling anyone else. We listen and use that knowledge in crafting a truly distinctive space well suited to their needs."

DiNisio has 32 years in the industry while the principal of the firm, James Holliday, has 37. The company designs residences from 4,500 to 12,000 sq. ft. which

represents about 75% of their work.

"We've done some very high profile homes for sports celebrities and some very wealthy people," said Holliday who declined to name names to respect his clients' privacy. Currently the firm is working on additions and renovations which tend to be more popular in a slower real estate market.

"We're starting to get involved with a lot of four to five

A GOOD ARCHITECT is like a good therapist or doctor, according to John DiNisio, director of the Residential Division at Medford-based Holliday Architects. "They know how their clients really live," he said. "They know their needs. And they can design something specifically for them."

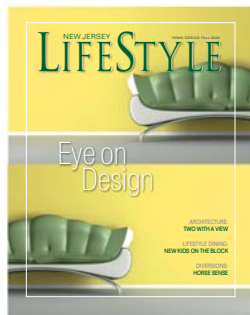
"That's what makes my job so interesting," he said. "When I meet a client for the first time, we just start talking—not even



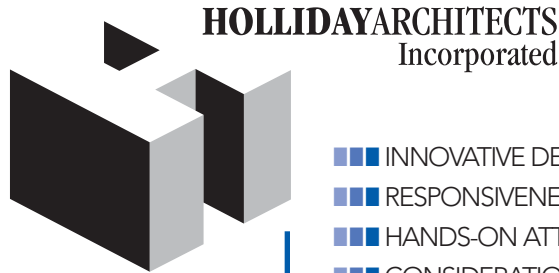
story condos over parking garages,” said DiNisio. “The developers are trying to get the price range down to encourage buyers, so they’re building in a higher density—more condos and townhouses. This is a trend that will probably continue for the next year or year and a half.

“We’re also doing a lot of work in age restricted communities, for age 55 and older,” said DiNisio. “These are very popular but the traditional design kept Baby Boomers away. They didn’t want these smaller, single story homes. But we’re doing something a little different right now here in Medford so it looks less age restricted. We’re designing two-story homes with the master on the first floor and the guest bedrooms on the second. When you drive through, you see the two story roof line. We’re really excited about it. It could change the face of active adult living.”

Both DiNisio and Holliday hold degrees in architecture but it is their drive for creativity that inspires them. “Architecture has been defined as the science of building,” is a quote in Holliday’s brochure. But it also references a definition by groundbreaking French architect Le Corbusier: Architecture is “building transformed by human passion.” ■



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- RESPONSIVENESS TO CLIENT NEEDS
- HANDS-ON ATTENTION TO DETAIL
- CONSIDERATION IN CONTROLLING COST

These are the keys to the success of Holliday Architects of Medford, New Jersey. Established in 1990 by James S. Holliday, the firm specializes in small and medium size commercial and residential development projects.

In addition to new construction, Holliday Architects provides planning, design and documentation for upgrades to existing facilities including office buildings and interiors, industrial facilities, multi-family and single-family housing and custom residential homes.

Over the years the firm has served a number of commercial clients from boutiques to vending companies. Many of Southern New Jersey’s finest home builders enlist the company’s design and planning services.

President **James Holliday** brings more than thirty years of experience to the firm. He holds a Bachelor of Architecture degree from Drexel University in Philadelphia and is a registered architect in the states of New Jersey, Pennsylvania and Delaware.

Principal and Director of the Residential Division, **John DiNisio** earned an Associates Degree in building construction and design from Philadelphia’s Temple University and a Bachelor of Architecture from the University of Miami. For over 30 years he has been involved solely in the design of residential projects in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida.

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