SLEEK WARMTH

European Home’s eye-catching fireplaces are coveted by those seeking clean lines.

By Gregg Thompson

Holli Mathison, founder of European Home (Malden, Massachusetts), grew up appreciating the European fireplace designs and styles as a college student during a study abroad in Holland, while traveling as a sales manager for a software company. Her eye was drawn to the world. "Many designers from those regions like to use natural wood, stone, and white paints and fireplaces often have the look. Holli Mathison says, "The wood gives warmth, so the cool, clear colors." In short, a few years after Mathison took these design lessons on board, European Home emerged as the highly competitive world of fireplace manufacturing. Since then, European Home has been a leader in design and manufacturing of products for discerning consumers.

The company's first fireplace was the vision of marketing director James Hines. "A few years ago, I was in Amsterdam watching the fires, and I thought, 'I want to be a part of that.' The result was the "German" fireplace design, a modern take on the classic European hearth with clean lines and minimalist styling.

Mathison's idea was to create a fireplace that was both beautiful and functional. "We wanted it to be simple and elegant," she says. "We looked at how to make the simplest fireplace that was as luxurious as possible." The result is the "German" fireplace design, a modern take on the classic European hearth with clean lines and minimalist styling.

Mathison's design philosophy is to create a product that is both aesthetically pleasing and functional. "We want our fireplaces to be works of art," she says. "But we also want them to be practical and efficient." The "German" fireplace design is an example of this philosophy, with its minimalist styling and efficient design.

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