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The Farrell Family

Embrace Their New Home Town | Page 20



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DELIVERING NEIGHBORHOOD CONNECTIONS

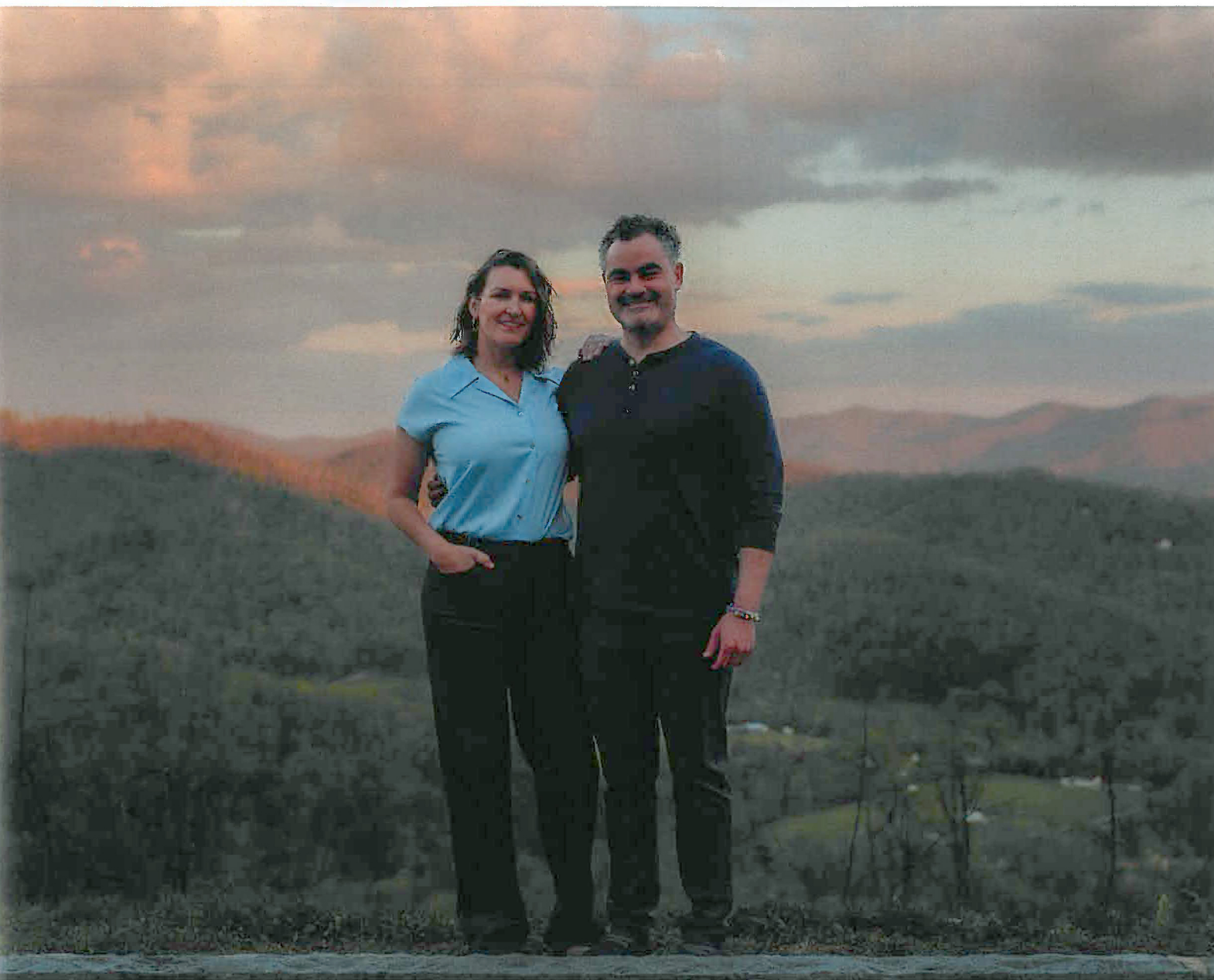
MEET YOUR NEIGHBORS

MEET THE farrells

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A FAMILY OF FIVE (AND A GOLDEN RETRIEVER)
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BY LAUREN KARLSSON, PHOTOS BY PINKSKIES PHOTOGRAPHY





When you first meet the Farrell family, it doesn't take long to notice the energy that surrounds them. Between three active kids, a beloved Golden Retriever, and a shared love of travel and learning, their home is filled with curiosity, connection, and a sense of adventure.

Ben and Margareta Farrell, along with their children, Penelope (12), John (10), and Maeve (7), are relatively new to Asheville, having moved to the area in August 2025. Shortly after arriving, Ben stepped into the role of Interim Head of School at Carolina Day School—and has recently been named the school's new

Head of School—bringing with him more than 25 years of experience in education spanning roles from teacher and coach to Head of School.

The journey to Asheville has been anything but ordinary. Prior to their move, the Farrells were living in Massachusetts after returning from Beijing, where Ben served as Head of School at an international school during the COVID-19 pandemic. Originally from Massachusetts, Ben had long heard Asheville praised by a mentor early in his career. And now, he and his family are experiencing firsthand what makes the area so special.

Margareta's story brings an equally rich perspective. Originally from Croatia, she moved to the United States as a child and has built a dynamic career of her own. After teaching microbiology and anatomy and physiology at the university level, she now works alongside her brothers in their home renovation and staging business, MDK Home Remodeling. She's also impressively multilingual, speaking six languages—a skill that reflects the family's global roots and appreciation for different cultures.

Together, Ben and Margareta have created a home environment that emphasizes curiosity,

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kindness, and exploration—values that clearly extend to their children. Penny, Johnny, and Maeve are deeply involved in school and extracurricular activities, from sports like soccer, basketball, and rowing to creative pursuits like theater. Penny, in particular, is looking forward to her first school musical this year.

The Farrell children also carry with them a unique global experience: during their time in China, they studied Mandarin, and the language still makes its way into family life. “We know they’re up to something when they switch to Mandarin while we’re in the room,” Ben jokes.

Adding to the family dynamic is Boomer, their Golden Retriever, who, according to Ben, “wants nothing more than for everyone to pet him.”

Family time is something the Farrells prioritize, whether at home or abroad. They share a love of travel and often reflect fondly on time spent along the Adriatic coast in Croatia. Their holiday traditions are a blend of the many places they’ve lived—sometimes centered around shared meals and hosting friends, other times marked by travel or time spent outdoors.

Since arriving in Asheville, the family has quickly embraced the natural beauty and sense of community that define the area. Some of their favorite moments so far have been simple ones: walking the trails in their neighborhood and exploring the scenic overlooks along the Blue Ridge Parkway. “Moments like that remind us why

Asheville is such a special place to live,” Ben shares.

Community connection is something the Farrell family values deeply. Inspired in part by Margareta’s upbringing in a small Croatian village where neighbors regularly gathered and shared meals, they enjoy hosting and getting to know those around them. Ben’s work in education further strengthens those ties, creating meaningful connections both within the school and throughout the broader Asheville community.

As they continue to settle in, the Farrells are embracing all that their new hometown has to offer—with open minds, full calendars, and a genuine appreciation for the people and places that make Asheville feel like home.

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