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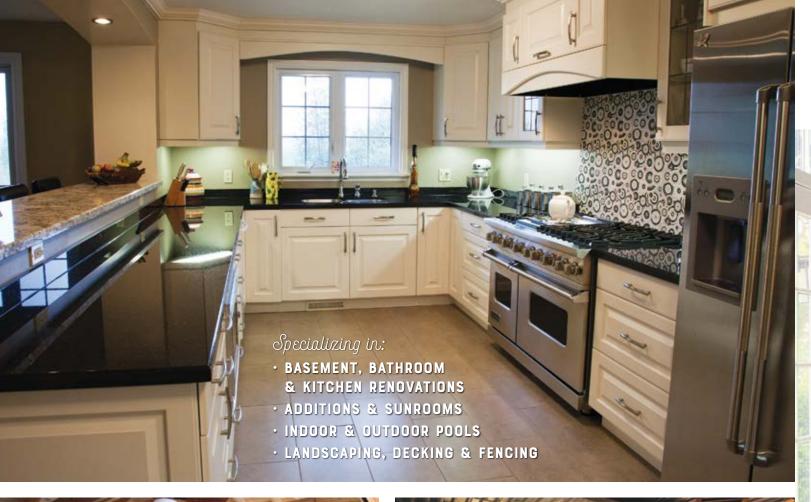




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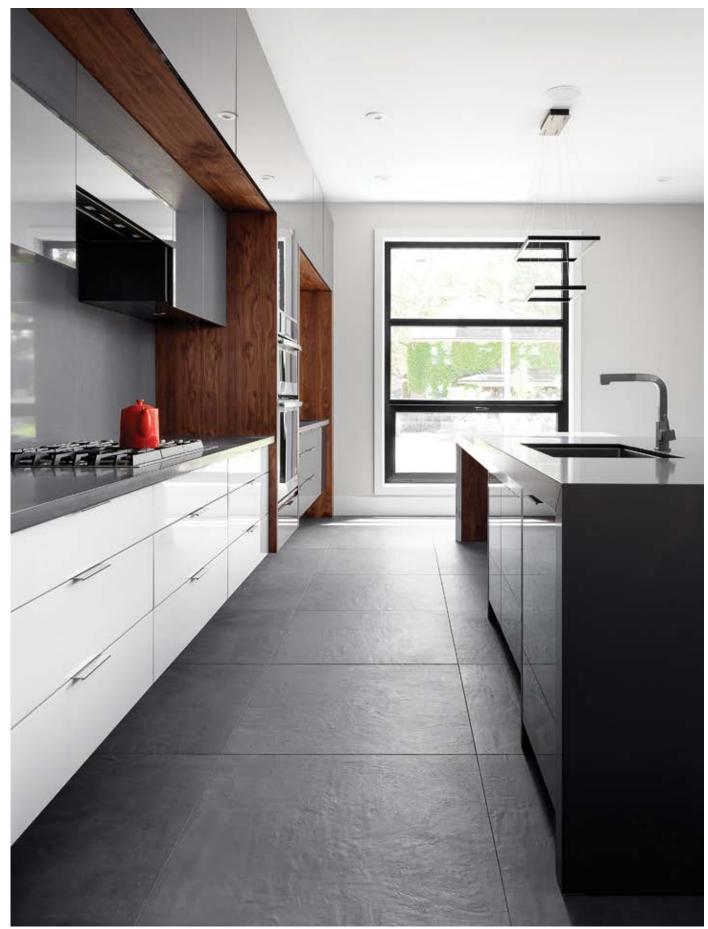
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#### editor's note



Georgette McCulloo

REGIONAL MANAGING EDITOR Mary Hatt

REGIONAL PRODUCTION MANAGER Julia Dempsey

MARKETING & ADVERTISING Sylvie Roth, 519.851.1041 sylvie.roth@ourhomes.ca

Lisa Merrell, 705.445.5065 x200 lisa.merrell@ourhomes.ca

#### REACH US EASILY: firstname.lastname@ourhomes.ca

OUR HOMES is a registered trademark of OUR HOMES MEDIA GROUP INC.
OUR HOMES London and Middlesex County is published four times a year.

OUR HOMES is distributed to residents of London and Middlesex County via direct mail.

Copies of OUR HOMES are available for free pick up at high traffic locations throughout the region. OUR HOMES is distributed to select business leaders via direct mail.

Please send all letters and/or feedback to OUR HOMES Magazine,
25 Elgin St., Collingwood, ON Canada L9Y 3L6. Or email us at editor@ourhomes.ca.
All letters received are subject to editing for grammar and length.

#### **OUR HOMES MEDIA GROUP INC:**

#### EDITORIAL

EDITOR-IN-CHIEF Georgette McCulloch
ASSOCIATE & WEB EDITOR Laurel Fortin

#### MANAGING EDITORS

Nancy Belgue, Adrienne Brown, Laurel Fortin, Walter Franczyk, Mary Hatt, Gina Makkar, Tiffany Mayer, Georgette McCulloch, Tamarisk McNalty Stephens, Melissa North, Merrilyn Patterson, Diane Sawchuk

#### ART

ART DIRECTOR Tara Chattell

**ASSOCIATE ART DIRECTORS**Sheila Britton, Robynne Sangiuliano

DIRECTOR OF PHOTOGRAPHY Jason Hartog

#### PRODUCTION

PRODUCTION DIRECTOR Lynn Derrick

#### PRODUCTION MANAGERS

Julia Dempsey, Kelly Donaldson, Marilyn Reid, Tracy Shuttleworth

#### OPERATIONS

#### MANAGING DIRECTOR, SALES & MARKETING Jamie Jefferson

Jamie Jetterson jamie.jefferson@ourhomes.ca

#### MANAGING DIRECTOR, OPERATIONS Georgette McCulloch

ACCOUNTING Donna Duggan

#### CLIENT RETENTION & DISTRIBUTION Lisa Merrell

ACCOUNTS RECEIVABLE Tyler Annette

#### CONTRIBUTORS

Tara Chattell, Jason Hartog, Mary Hatt, Nicole Laidler, Jenelle McCulloch, Jackie Noble, Dolores Pian, Melanie Rekola, Yanic Simard, Valerie Wilcox

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I STILL CAN'T QUITE BELIEVE IT, but we decided to get a new puppy! Last January we lost our sweet little Bella, and since then we really had enjoyed the freedom of no dog care. But we also missed Bella – a lot – and there continued to be a small but unmistakeable emptiness in the house that seemed to need filling.

To be honest, I don't love puppy training. But I do love having this little

guy, named Tigger for his brown and gold stripy coat, curled up under my desk chair as I work away. I love the unconditional affection he can't wait to slobber all over us any time we want it. And I love his just plain gosh-darn cuteness.

I wanted to share this because for so many of us, our families wouldn't be complete without our pets. They bring heart to the idea of hearth and home in a way that the finest of furnishings don't come close to. They remind us that a truly beautiful home is about the life inside it.

That's why the homes we love the most are designed and decorated around the families living in them. Like the Halls, whom you will meet in this issue. They bought a '50s-era ranch in London's north end and transformed it. The house is now both functionally and aesthetically pleasing, with plenty of private and family space for busy working parents and their two children living at home, one in high school and one at university.

You will also get a peek inside Sifton's new West 5 townhomes. They've been designed especially for people who want to live green... and stylishly. Sifton is really ahead of the game with this project. Says Sifton's Neil Carter, Director of Commercial Construction, "A lot of the things we are currently doing will end up being in the building code several years from now."

Now that we've been in the city for a number of years I hope you look forward to OUR HOMES London and Middlesex County and that you're getting to know more about the wide-ranging design scene here and the local trades, suppliers and retailers who are helping us create the homes we want, with or without pets!

Cheers!

Mary Hatt, Managing Editor mary.hatt@ourhomes.ca







An incredible roster of artists will be exhibiting at Westland Gallery as part of the 2018 exhibition schedule!

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Lisa Johnson, Donna Andreychuk, Erica Dornbusch, Anna Clarey, Sarah Hillock, Sheila Davis, Liana Russwurm, Eleanor Lowden, Elle Belz, Jeanette Obbink and more!

Westland Gallery
156 Wortley Rd. London, ON
519·601·4420
www.westlandgallery.ca

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A tired but spacious home in a parklike setting enticed one London couple to work it over with style and sophistication. Story, page 30. Photography by Jason Hartog.



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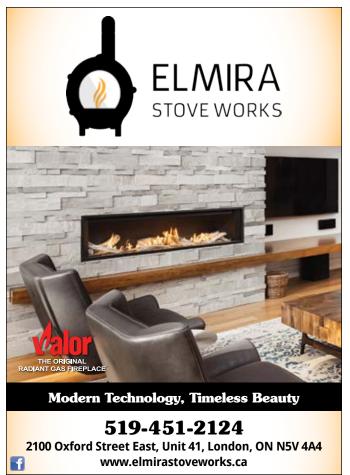
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Interior Designer **Dolores Pian** shares her ideas.

Tile. This all-purpose material used on floors, walls and ceilings, in wet or dry locations, as decoration or as a versatile workhorse, is available in a variety of shapes, sizes, colours and textures. Today's manufacturers have the shocking ability to mimic concrete, brick, wood, marble, carpet, wallpaper, sand – you name it – in ways that look more real than real. The options are endless.

Here's what you really need to know when choosing the right tile.

#### PIANNING

Research online to see the many possibilities. Know what you're looking for to make purchasing easier.

Have a floor plan. The size of the room and its intended use will dictate what's possible.

Determine your colour scheme. Bring home a sample tile to make sure it coordinates with other elements.

Explain to your contractor what size and type of tile you're using. The size and weight of the tile affects the application and labour costs.

Plan and start the tile layout from the room's centre line and work outward, balancing the pattern and minimizing odd pieces.

#### MINI TO MAXI

Tiles can be as tiny as ¼-by-¼-inch or super large at five-by-10-feet.

The size and condition of a floor or wall will determine what size suits your space best. Uneven surfaces and curves have different size and installation requirements than do large, flat surfaces.

#### TILE VOCABULARY

Application: What is the tile's intended use? High or low traffic? Floor or wall? Wet or dry? Answer these questions before making your final choice.

Ceramic: Stoneware body with a surface application of colour or texture. Highly decorative and mostly used for walls.

Porcelain: Made from fine white compressed clay, fired at a high temperature to create a dense tile, impervious to moisture. It has colour throughout the tile so that if chipped, the surface colour appears in the body of the tile.

Glass: Made of glass where colour lies behind or throughout the body of the tile.



Mosaic: Individual small tiles, purchased on mesh sheets 12-by-12-inches to 118-by-118inches. Can be easily cut to size. Perfect for inside and outside curves.

Large Format: 141/2-by-141/2inches or larger.

**Specifications:** Technical information including intended use, material composition, country of origin and LEED certification. Always read your specs to know what you're buying and how to maintain it.

Matte Finish: Non-shiny surface, easy to walk on, slip resistant.

Polished Finish: Shiny surface and slippery.

**Stacked Pattern:** Tiles are aligned to form a repeating grid pattern.

Staggered Pattern: Joints are not aligned. Each tile requires different offset spacing depending on size.

allowing for flex. The tile setter can make minor adjustments along the way.

tiles - 1/8-inch for wall tiles, 1/4-inch for floor tiles. Super large tiles require larger grout lines.

Grout Release/Sealer: Same product, different names. Matte porcelain tiles need to be sealed to avoid the cloudy effect that occurs after wiping off the edges.

**Grout Colour:** Use as a design element. Match grout to wall colour. Use darker grout for floors. Grout tends to darken with regular foot traffic and cleaning.

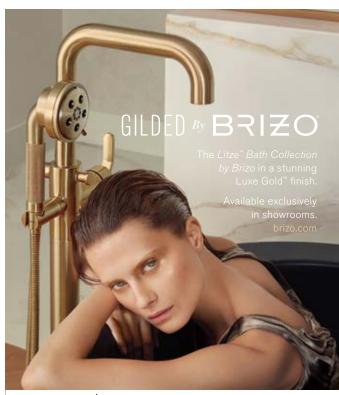
**Epoxy Grout:** Guards against germs. Especially for spillage of bio fluids in kitchens and bathrooms.

#### SPECIAL PIECES

Trim pieces are usually L or U shaped and cap off tile edges for a smooth, clean look, making it easier to clean. They come in a variety of finishes and colours. Most pros like to use the Schluter System, available in any large hardware store.

Super large tiles covering a large surface require expansion joints. All structures and materials expand and contract. Planning a strategic cut will make your super-size tile age gracefully with no cracking over time.

Now that you have the right information, you'll produce the right solution for you and your special project. он





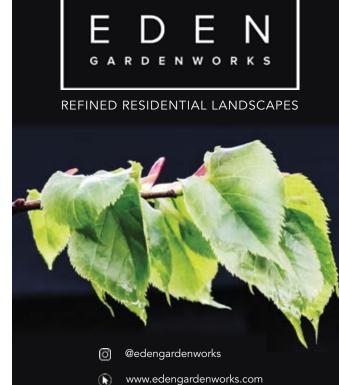
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#### THE FINISHING TOUCHES

**Grout:** Filler used between tiles

**Grout Size:** The space between

# WINTER

'Tis the season to be cosy!





#### Pendant Light

A new fixture can go a long way to bring warmth and style to the powder room, kitchen island or a hard-to-please corner. In antique zinc and iron, this pendant light is finished with an industrial hook and jute rope. Find it at the Roth Design showroom.

316 Oakland Ave. 519.851.1041 | rothdesigninc.com

#### 2 POI BUSINESS INTERIORS INC.

#### Lounge Seating

Steelcase has designed the Hosu for the world of mobile work, at home or in the office. It features storage pockets, a convertible foot bed, lumbar pillow and a unique textured fabric in six colours. Hosu will provide you with the utmost comfort for relaxation and focus.

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Nothing will take the chill out of winter like a Finnleo S-Series infrared sauna, heating up almost instantly and requiring less power than other home saunas. This unit provides well-distributed heat with no cold spots. Kick back, adding extra enjoyment from the touch-screen sound system and adjustable light system.

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#### 4 AQUALUXE BATH SHOWROOM

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#### **5** ELMIRA STOVE WORKS

#### Berkeley Gas Stove

This handsome freestanding unit comes in painted black cast or antique chestnut enamel finishes, a convenient remote with compatible thermostat and a natural gas-to-propane conversion kit if required. The split-flow ceramic burner means you can regulate the heat output without reducing the size of the flame.

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PROJECT AND PHOTOGRAPHY TARA CHATTELL

We've come up with fun and simple ways to package holiday treats without breaking the bank. Add your own tag or card and gift away!

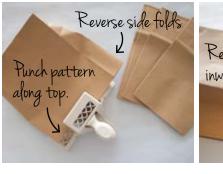
#### REUSABLE CONTAINERS



colander or pretty dish. To finish it off, wrap with cellophane and ribbon.













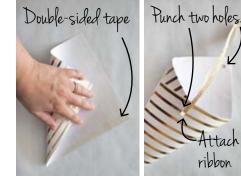


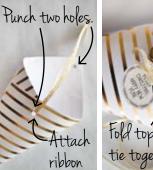




















# YOUR TREATS

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» This model is called the Eaton. The Sense Home Energy monitor keeps tabs on energy consumption. Triple-glazed low-E coated windows by Dashwood Windows & Doors help conserve energy.



"It's Ontario's first net-zero community," says Brandi McIlvenny, Director, Residential Rentals, left, with Kerilee White, Leasing Professional. As a whole, West 5 plans to generate all of the power it uses in a year. It won't be "off the grid" but will share power generated with the grid. The design principle "form follows function" is having a moment in London, where many people are looking for the kind of home that will help them practises sustainable living each and every day. These folks want to be part of a vibrant neighbourhood, too, one where there are plenty of reasons to get outside and get moving.

In other words, they want to live smart.

London-based **Sifton Properties Ltd.** is helping them do just that. The company has long envisioned such a neighbourhood, taking an industry lead with the creation of its **West 5** rental townhomes in the Riverbend area.

Here's a look at West 5 and the way its residents will reduce their carbon footprints, without compromising on style. Continued on page 18

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Every garage has a roughed-in electric vehicle charger. There will be chargers elsewhere in the neighbourhood as well.

↑ Sifton wants feedback from current tenants on how their homes are working, so the company puts out a biweekly email update on the yet-to-be finished project. New ideas are encouraged, like the one from a resident who suggested Sifton look into using bioluminescent stones to light walkways without power. "Our residents think outside the box," Sifton's Brandi McIlvenny says. "They are living and breathing this every day."





↑ There are roof-top solar panels (German Solar Corporation), producing enough energy to offset what is used in the units. The rooflines slant southward to maximize sun exposure. They make a decorative statement paired with wood and stucco siding by Mills Construction **Group**, Hanson and Forterra brick supplied by **Patene Building Supplies** (installed by Mills and **Render Construction** Inc.) and dramatic roof shingles (Brydges **Roofing & Sheet Metal** Ltd.). Many units include outdoor terraces and decks by Forans Fence, Deck & Spa.



Community.

≈ "I love the passion I'm seeing from conception to reality," Brandi says. "I am very focused on the community side, as well, how we are making a positive impact on our city and educating London about the environment." » There's a buzz about living in a smart house. "It is a unique tenant moving into these places," observes Sifton's Neil Carter, Director, Commercial Construction. "Our residents are very interested in technology and doing something good for the planet."

« Sifton's interactive Discovery Centre invites Londoners to learn more about West 5 technologies and their positive impact on the environment.





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#### home & builder





\* "If you start with the right building envelope, you build an energy-efficient home and you don't have to condition your spaces as much," explains Neil, pointing to air-tight insulation in the walls, under the slab and in the roof of a West 5 townhome.

Titan Truss built the timber trusses with materials from Copp's Buildall.

West 5 homes will likely consume 20 to 40 per cent less energy than other homes similar in size.

Design Heating Systems Inc. installed Dettson Supreme electrical warm air furnaces and outdoor Alize cooling units.

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The Eaton model's kitchen features clean and sleek Hanstone Tiffany Grey quartz counter tops and stainless sink from Sloan Stone Design.

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#### home & builder

The Emery model is sophisticated inside and out. There are seven suites to choose from, ranging from two bedrooms on one floor to three bedrooms plus a den spread over three levels. Wall-to-wall carpeting is Promenade by Stainmaster. Porcelain tiles in the bathrooms are Marte Perla (Centura and The Flooring and Design Centre). Low-flow faucets and toilets are from **Paton Bros. Ltd. OH** 

















#### spotlight



PHOTOGRAPHY JACKIE NOBLE

THE PLACE: Walking into Kiss The Cook is like walking into a friend's place – a friend who wants to talk about properly seasoning cast iron or selecting just the right all-purpose chef's knife. Owner Lawrence Burden is every bit the warm and welcoming host, inviting shoppers to take their time while poking around agreeably cluttered displays of table and kitchenware, clever utensils and lovely accessorizing tea towels and aprons. "We probably have more items in this store than you'd find at Williams Sonoma," he ventures to say with a chuckle.

THE STORY: Lawrence is proof positive that where there's a will, there's a way. He started out in beauty supply sales then partnered with one of his clients, local hairdresser Lynda Boniface, to open Kiss The Cook 17 years ago. Lynda tragically died three years later and Lawrence, originally the inventory control guy, was thrown into the world of gift shows and buying as well. He must have had a latent talent because looking back on the early years, he recalls, "I was challenged, but I loved it!" Kiss The Cook built up a steady repeat clientele over time,













despite internet shopping. And the store's signature night-out-style cooking classes, with guest chefs who demonstrate then serve up a full meal, are must-dos on Richmond Row. The store also provides a wedding gift registry.

**TRENDS:** "People are cooking more with cast iron since it is a natural product," Lawrence says, adding that home chefs are also moving to natural wood utensils such as those hand-carved by Muskokabased Timbers. Le Creuset cookware in

cerise, a warm cherry red, is back in a big way and really good knives by Global are in high demand.

FUN FACT: Lawrence sells cutting and serving boards by Youth Opportunities Unlimited and chef aprons by World Tailors, a London group of refugee and immigrant women. "I like to support local," he says.

**GET THERE:** 551 Richmond St., Unit 1A 519.850.5477 | kissthecookonline.com **oH** 



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### have yourself a SCANDI-ST **CHRISTMAS**

Looking to simplify your holiday style? A minimalist Scandinavian style Christmas may be just the kind of uncomplicated holiday décor you are craving. Quiet your mind and transform your home into a chic winter wonderland without the Christmas chaos!

Nordic peoples know firsthand what a real winter is, making Scandi-style a natural fit for gorgeous Yuletide décor. It is rustic, minimalist and cosy all at the same time. Natural woods, a black-and-white colour scheme and handmade ornamentation provide the framework for a straightforward and inviting holiday home.

#### THE TREE

Initially, during the Winter Solstice, Norse pagans would bring entire evergreen trees into their homes to celebrate and sacrifice to the god Jul (now recognized as "Yule"). These massive evergreens were called Yule trees and it was believed that the spirits of the trees would bless the home's inhabitants and provide mystical protection from night-faring spirits during those darkest of days.

The current Scandi-style Christmas tree is humble by comparison. A modest evergreen simply placed in a woven basket or other unassuming vessel is all that's needed! Better yet, choose a few different sized trees, then group or smatter throughout your home for extra holiday allure (and possibly some additional mystical protection). There is a freshness found in the bare, standalone branches or add in just a few simple ornaments for hints of embellishment. Below the tree, instead of a typical tree skirt, place a faux fur rug or woolen mat. Add a few more woolly throws throughout your home for further cosiness. You'll be surprised how much warmth these can add to a space.

#### THE TRIMMINGS

Anything found in the forest (and sometimes your own backyard) lends well to Nordic style. Let nature be your inspiration! An artfully placed stack of logs, a set of plain vine wreaths or a wooden bowl filled with pine cones all fit in seamlessly. A single windswept branch with a few berries placed on the fireplace mantel may be all that's necessary as minimalist is the motto for classic Northern flavour.

#### THE TEXTURES

Handmade decorations and gift-wrappings made of natural materials such as fabrics, paper and jute offer the subtle textures required for any well designed composition. Simple cutouts of stars, snowflakes and hearts are classic shapes associated with Scandinavian flair. These can be used in lieu of a table runner, as gift tags or hanging ornaments. For the more adventurous sorts, 3D snowflakes can have just as many variations as do the natural ones. Fun to create and captivating when grouped and hung from a chandelier, these can be tied to a gift or anywhere else you need a bit of joy.

#### THE TABLE

A festive table comprised of a limited colour palette allows for appreciation of form and lets the all-important meal take centre stage. Layer on the whites, from linens to tableware, to achieve a gorgeous monochromatic effect. Tie a spruce twig with a simple ring of twine to create the perfect rustic napkin ring, adding a hint of holiday without going over the top. Plate garnishes made of evergreens are the perfect accessory as spruce, pine and cedar are all edible. Let your imagination run wild! Don't neglect the kitchen either as family often flocks here. Display your baking triumphs alongside their pretty forms and the cookie cutters, too. Finish off both areas with lots and lots of plain white taper candles in various sizes for a magical celebratory feel.

Growing up, my relatives would often joke that "everyone knows Santa Claus comes from Finland." Given my Finnish heritage I experienced this holiday style and subsequent traditions first-hand and well before its current popularity. Yet over time I still succumbed to the glittery charms of Christmas and collected a multitude of plastic ornaments and greeneries. But as so often happens, priorities change and life comes back full circle (along with some major recycling). Back to my roots, I have again found my forever holiday style of choice. OH







Many couples might not survive eight home renovations. But Brian and Jennifer Hall are not just any couple. This high-energy duo thrives on the creative challenge of transforming old houses into something new.

Continued on page 32



A punchy welcome at the front door, painted Martini Dlive by Benjamin Moore.

Mid-century elements set the stage in the great room where the geometric lines of the fireplace and hearth establish simple elegance, flanked on either side by a textured retro-look white-on-white wall treatment.

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**BELOW:** The statement-making foyer, featuring the same sculptural panels found in the great room, connects the home's main living spaces. At the end of one hallway is the sunny master bedroom. **RIGHT**: Big-scale, deeply saturated artwork is found throughout the home.





Their latest renovation was a chance for the couple to do something completely different. "We've renovated a lot of century homes," Jennifer explains. "Part of the allure was to do something contemporary. I love mid-century modern architecture and design, and the age of this house

Built in the 1950s, the 2,800 sq. ft. ranch hadn't been updated in 40 years. Nevertheless, the Halls could see its potential. "The house is in a great neighbourhood and had great bones," says Brian.

Renovations got underway last November under the guidance of project manager Tom Cassidy from Blackbird. In Jennifer's words, the house was "in need of a major facelift."

A small vestibule entrance was removed and visitors are now welcomed into a bright, open hallway. A 3-D decorative wall panel from Wall Flats, ordered through North Pole Trim & Supplies Ltd., creates an immediate mid-century vibe.

Brian explains that most of the home was taken back to its studs to make room for new wiring (DHT Electrical & Contracting) and plumbing (Steve Young Plumbing & Heating Ltd.). "We put in 65 pot lights," he adds.

Vintage linoleum flooring, carpets and narrow-strip hardwood were torn out and replaced by engineered hardwood from **Alexanian Carpet & Flooring**, used throughout the main and upper levels.

"The floor was the toughest decision," says Jennifer, who searched every store in London to find the perfect shade of grey. "We knew it was going everywhere and we didn't want to make a mistake."

The couple also removed several bulkheads in order to achieve a seamless flow from one end of the main floor to the other, and replaced a traditional wooden staircase with sleek glass and chrome, designed and installed by Pro-Stair & Railing Inc. and Glass Canada Ltd.

The kitchen sits at one end of the hallway, where a mudroom was removed to enlarge the space and the washer and dryer relocated upstairs into a previously-unused attic area. Casey's **Creative Kitchens** helped the couple bring their vision for a clean, modern kitchen to life, designing and installing white high-gloss cabinetry, a glass backsplash and a large centre island with a floating extension for seating. Continued on page 35







"We didn't want our kitchen to look like a surgical operating room," says Jennifer, explaining her decision to blend the all-white centre island with grey quartz countertops elsewhere. Stainless steel appliances from **London Major Appliances** complete the contemporary look.

At the opposite end of the hallway is the main-floor master suite.

The couple eliminated a den to create a large, inviting retreat with plenty of closet space. "Our bedrooms have always been a bit of an afterthought," Jennifer says. "This time, we decided to bling it up a little bit."

One of the original closets is now a two-piece water closet while a large barn door (North Pole) leads to an elegant en suite featuring charcoal porcelain flooring from **Greco Tile Ltd.**, white subway tiled walls from **Tile Town**, and contemporary fixtures from **Aqualuxe Bath Showroom**.

The mid-century modern inspiration continues in the home's large great room,





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RIGHT: The home's original sunroom is a favourite familygathering place as well as a restful destination for reading or working remotely. BELOW: The Halls opted to keep the sunroom's original flagstone floors, updating the brick walls with a fresh coat of Blue Grass by Benjamin Moore. The sunroom's traditional elements present an agreeable contrast to the adjoining great room. BOTTOM RIGHT: Modern influences continue in the main floor powder room where the wall-mounted vanity, framed mirror, baseboards and window trim provide clean profiles.







where the original picture window overlooks a spacious backyard. The open space doubles as a living room and dining room and is anchored by a sleek gas fireplace from **Guildwood Lighting & Fireside**, which is framed by the same textured wall treatment used in the fover.

Despite relocating from a century home, the Halls found that most of their existing furniture worked well in their new space. Jennifer says the dining room table and chairs were the only pieces that didn't make the move. "Our previous set was just too traditional," she notes.

The family also enjoys hanging out in the sunroom, which opens off the dining room. With new baseboard heaters and insulation, they are hoping to use the cosy space throughout the winter months.

Upstairs, the couple stole space from the hallway to create a large full bathroom, which echoes the design of the master en suite below. Two bright bedrooms were given a facelift thanks to new carpet and a fresh coat of Simply White by Benjamin Moore. Independent painter **Sean Mitchell** applied the pleasing white throughout the rest of the interior, as well.

The previously-unfinished basement is now a bedroom and casual gathering place for the couple's university-age son. "We took out some of the walls and spray painted the ceiling white to create an industrial look," Jennifer explains.

"The nice thing about ranch-style houses is that the basements are huge," she adds. "So, we still have tons of storage space."

The home's transformation was as complete outside as inside. The house was hidden behind overgrown shrubbery and featured a yellow-brick exterior with salmon grouting, white shutters and a brown roof.

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Today, it is an elegant shade of grey, a colour selected in collaboration with Clancy's Rainbow colour consultant Leisa Bertelsen and painted by Forest City Painters Inc.

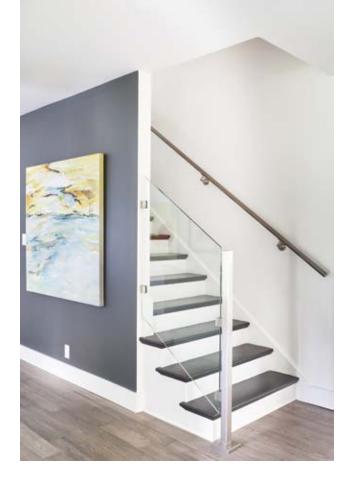
The roof is now covered in black shingles (Malek Roofing Inc.) while the shutters and vinyl window frames have been replaced by new windows (Golden Windows Ltd.). New wood trim around the windows (Blackbird) was added and painted to match the Iron Ore colour of the windows. "We wanted to create a more modern look, and give the windows some heft," Jennifer explains.

The couple also decided to build out the existing front porch columns, but they retained the home's original door - now painted a striking lime green (Martini Olive by Benjamin Moore) – as a nod to the previous owners.

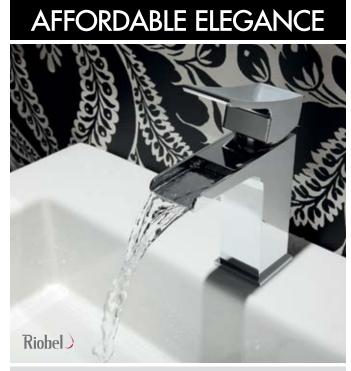
As a final touch, **In Bloom Designscapes** removed unruly hedges to make room for landscaped flower beds that reflect the home's updated, minimalist design.

This project has been the Halls' largest to date. The family moved in last April and now that renovations are complete, they plan to stay put, at least for the foreseeable future.

"We feel like we are living in the country," says Brian. "There are no streetlights so it's pitch black at night. We have mature landscaping and a wide lot. You can always fix the house, but you can't fix the location." on









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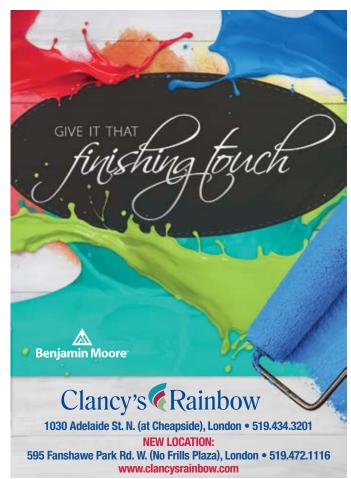
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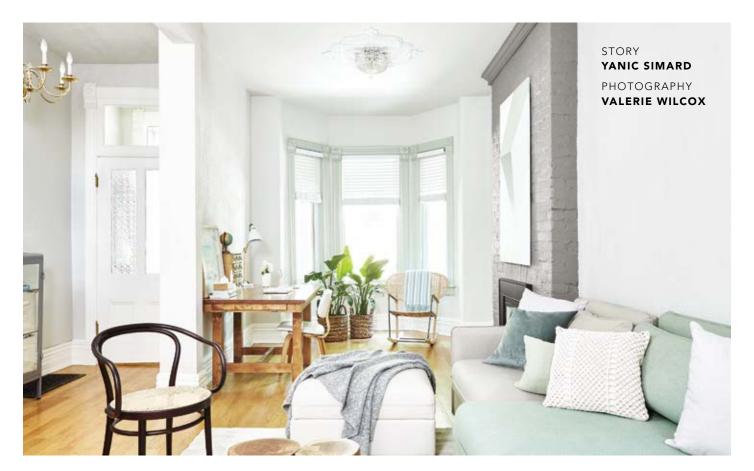






Whether you're looking to bring a leafy green to your home for warm, year-round vibes, or you prefer a different accent hue, these tips for adding liveable colour can help you have fun

with your palette – inspired by this cheerful Toronto Interior Design Group project.



#### GET COMFORTABLE WITH COLOUR

For this project, we wanted to create a look that respected the heritage details of the home, but didn't feel too safe. This meant adding some colour and taking a few strategic design risks, one of which was a cool sectional sofa. The modular style meant being able to use a contrasting upholstery for a few sections, and a neutral fabric for the rest. It also leaves the option open for switching up the look later by rearranging the pieces or changing just a few covers.

Pro Tip: Green is near-neutral enough to withstand changing trends and mix with new accent colours in the future. This colour family in particular is a smart choice for accents you can live with for years to come.

#### USF A NEW NEUTRAL

Enriching your colour scheme doesn't always have to mean tossing in a new bold hue: adding a new neutral to your scheme will make the palette feel more diverse in a BENJAMIN MOORE: Chelsea Gray (HC-168) subtle way. Here, a cool mid-tone grey for the fireplace brick plays against the warm wood floors. This stone shade also helps soften the appearance of the black fireplace surround, plus, it's repeated in a cosy blanket, tying the entire palette further together.

#### THROW YOUR PALETTE TOGETHER

Does the unique sofa seem like too much commitment? This is where accent pillows and throws come in. Not only are these changeable pieces a smart way to add colour without a big investment, but they can also tame a bold palette and connect non-matching areas. By piling the sofa with multi-tonal green and neutral pillows, the colours of the sofa sections become repeated and tied together. A striped blanket is then used to bring this accent hue to a neighbouring seating area for a sense of harmony.

Get the look: Use pillows and throws in related but subtly differing shades, and in a rich array of fabrics and textures, to integrate your accent hues throughout the space in a sophisticated way.



#### FRESHEN UP YOUR WINDOW TRIM

Using a fresh minty accent hue for your window trim truly brings the outdoors in. First, it adds a pop of greenery in an unexpected way, but in a small enough dose that it's not overwhelming, or hard to repaint if you want a new look down the road. Second, it beautifully frames the view outside. We finished the look with elegant in-window shades rather than draperies, to suit the architectural appeal and leave the elegant trim exposed.



# Friendly Ways PHOTOGRAPHY JACKIE NOBLE

The personal touch ensures customer satisfaction for these London businesses.



#### ROKHSANA PURDY & NICOLE KIRKPATRICK Purdy Natural

**Tell us a bit about Purdy Natural:** We are an all-natural skincare company as well as a gorgeous boutique. Everything is crafted by hand! We house a wide range of locally made natural products, such as Lunah Celestial Apothecary, as well as unique jewelry, home décor items, incense and so much more.

How do you ensure customer satisfaction? We always listen to our customers. If they're looking for something we try to do our best to bring it in. We do our very best to meet the needs of our community. Our customers mean the world to us and they make the boutique what it is today!

How do you engage your customers and make them feel special? Our customers are like our family and friends. We see some of them on a weekly basis. We organize many amazing free community events throughout the year and we do this not just for our customers but for all of London. Our space is very special. We keep things hilarious and fun.



#### RAWLE BLACKMAN

Modern Living London

**Tell us a bit about Modern Living:** Our niche is custom-order furniture. We have hundreds of fabrics and leathers to choose from and most of our pieces can be made to order for size as well as detailing like chair legs and cushions. We are very proud to say that 20 of our 26 suppliers are Canadian.

**How do you ensure customer satisfaction?** We promise satisfaction, not perfection. I will talk to a customer at any time of the day or night and my personal cell

number is available on our store voice mail. If someone needs to shop outside store hours, we will open for them.

#### If you get a customer complaint, how do you turn that into a positive outcome?

I advise my staff to treat our customers as they, themselves, would want to be treated. That means doing everything to meet the customer's expectations and sometimes going beyond stated guarantees and warranties if there has been a problem with the purchase.

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#### DAVID FRIESEN

Boxwoods

**Tell us a bit about Boxwoods:** We are a flower and décor destination specializing in fresh cuts, arrangements and giftware. We carry only high quality blooms, and go well beyond the sale by teaching our customers how to properly care for their flowers. Our unique décor and gift items are available in a range of price points.

How do you engage your customers? We try to make our customers feel special by treating them like family. We get to know their personal needs and we work to ensure that their purchases are extra special. We like to ask our customers about their families, including their pets. We even have treats for their little furry ones.

#### Describe the importance of customer service to your business:

Customer service is so important in today's world. Everyone wants to feel special by having their name remembered, as well as their likes and dislikes. We need to give our customers exceptional service to ensure they see the small business experience as the best option.



ROBERT GEERTS
Bernardo Group Ltd.

**Tell us a bit about Bernardo:** Bernardo had its beginnings in 1934, operating as a commercial flooring contractor for many area hospitals, schools and the university. The company has always had a stone fabricating shop and deals in natural stone products for both residential and commercial buildings.

**Describe the importance of customer service to your business:** Success depends on customer service. Customers want accurate and reliable information at the start of a project, as well as qualified professional

tradespeople doing the work. This reassures them that their finished product will perform as expected, backed by a company that stands behind its work.

How can you turn a customer complaint into a positive outcome? All businesses get complaints, and they are always a challenge. It is important to stay calm, assuring the customer that the problem is being heard and a solution to resolve the issue will follow. Hopefully, this customer comes back to us for more work or refers us to friends and family.

Continued on page 46



#### ADAM FOULON Eden Gardenworks

#### Tell us a bit about Eden Gardenworks:

We are a residential design-build landscape company, proud to call London our home base for over 25 years. Repeat clients and referrals have been a strong testament to our work from concept to installation, in both residential and vacation properties.

Describe the importance of customer satisfaction to your business: We have been fortunate to work with many great people, on great projects. I believe strongly that good design is function-first and can often evolve as the project progresses. Our clients

appreciate our experience and skill, and trust that our striving for excellence is sincere. As a result, we've had some fantastic outcomes for

How do you engage a customer? I can't design a successful outdoor space without first really listening to what the client aspires to. This helps us think about new ways to do what we do. Recently we came to understand through some of our clients that there is an interest in curated garden retail. We are exploring this idea for a spring pop-up in the Old East Village. on



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(Please see ads on pg 6, 25)



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