

RENOVATIONS

HOME IMPROVEMENT & DESIGN

DECEMBER 2009 - JANUARY 2010 | VOLUME 8 ISSUE 6

**WINE ROOM
& BASEMENT
RENOVATION**

**GOING
upscale
downtown
IN SASKATOON**

**Rona
contest
winners**





Style Unveiled

BY CRYSTAL ZVACEK, B.SC.

WHEN WAS THE LAST TIME you truly evaluated your personal style, let alone the style of your dream house or office? Not all of our clothes in our wardrobe measure up or define the inner diva that we know we can be if we had the assistance (and our own personal shoppers) to get us there. The same is true of your design style.

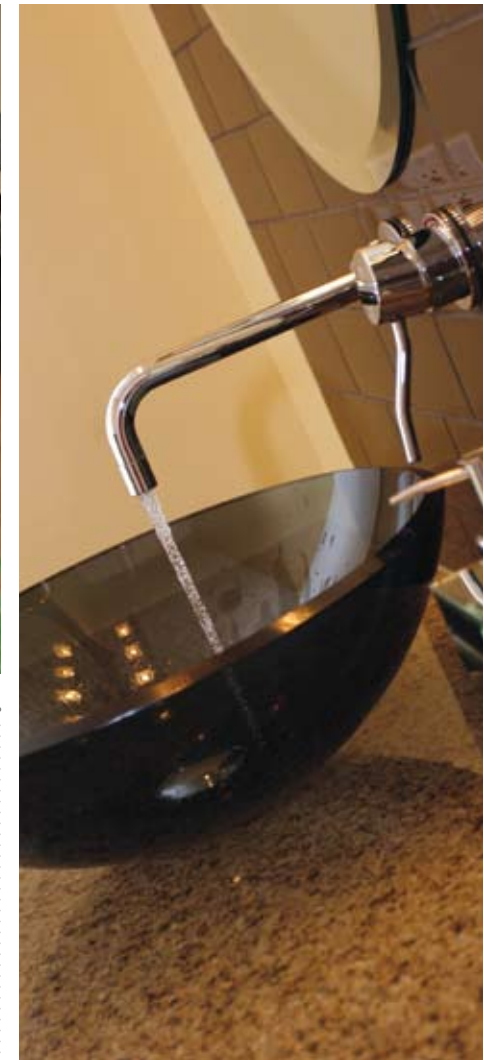
So how do you define your style? Start pulling photos, materials, magazine clippings, sketches, floor plans, or anything else that you love and inspires you into a design style file. It doesn't matter if they all "go" together or "match" in styles. Be receptive to absorb everything you are in contact with, even if it isn't relevant at the time.

For example, take a look around your home: your chair that is uncomfortable to sit in, yet still is proudly showcased, may give you an indication of part of your style; why else would you choose form over function. Art - wall art or décor pieces - serve no specific need or function, thus are often a true representation of your personal design style.

Putting together a design style file, may take some time. Don't rush into it, ensure the items you selected you truly love. Then use our "Style Guide" to narrow down the style that is replicated throughout your file, kindles the most inspiration and makes you truly feel at home.

Your interior design consultant will then use your design style among other elements to prepare a design plan unique for you, just as a personal shopper, would assist you select the fashions best for your body, within your budget, while looking for quality, practicality and aesthetics.

Have some fun. Release your inner diva. ☺



Crystal Zvacek, B.Sc., Studio 2.0 Interior Design Consultants' Business & Marketing Executive, brings a love for learning, logical and practical eye to the world of design. Preparing useful tips and step-by-step guides to take the stress out of the construction process. Subscribe online for the FREE design column.
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Style Guide

Traditional Style

KEYWORDS: Formal, Detail, Dressed Up, Rich Fabrics, Antiques **DEFINITION:** Traditional unites with comfort to create a style that is formal and dressed up through rich fabrics and details. Décor items may be reminiscent of a Queen Anne, with pattern and sheen.

Minimalistic Style

KEYWORDS: Monochromatic, Clean Lines, Minimal, Luxury **DEFINITION:** Minimalistic presents the architectural clean lines of the space with minimal furnishings and décor. The colour pallet is focused on either one or two colours. The luxury of this space is the attraction of minimalist interiors.

Eclectic Style

KEYWORDS: Many Styles **DEFINITION:** Eclectic is a mixture of any of the previously mentioned styles. Line, colour, texture, form and mass unite in this eclectic process to unite highlights of all styles.

Global Style

KEYWORDS: Earth-Toned Colours, Multicultural **DEFINITION:** Global is a free-spirited style, created with design elements from different cultural influences around the world. Bringing together earthy colours and items made of natural hand made materials.

Glamour Style

KEYWORDS: Elegant, Sparkle, Bold Textures, Strong Contrast **DEFINITION:** Glamour dances in luxury and the old Hollywood style. This style is compromised of strong contrasts, bold textures, and lots of sparkle.

Country Style

KEYWORDS: Antiques, Wood, Natural, Collectibles, Sturdy, Practical, Casual **DEFINITION:** Country lounges with practical furniture, colourful textiles and useful accents. This casual style works well with guests looking for a comfortable space to relax.

Classic Contemporary Style

KEYWORDS: Clean Lines, Modern, Timeless, Sophisticated **DEFINITION:** Classic Contemporary unites a timeless and modern style. Fabrics and furnishings have clean lines and often can be stand-alone pieces with high impact without the need of excess accessories.