

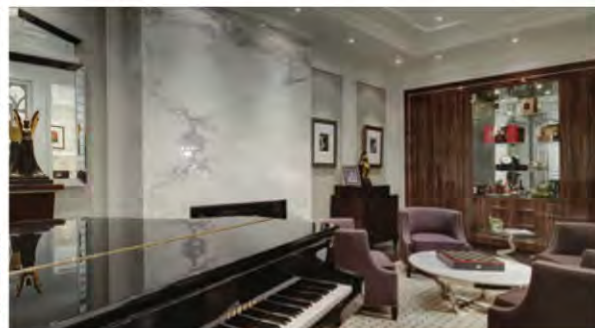
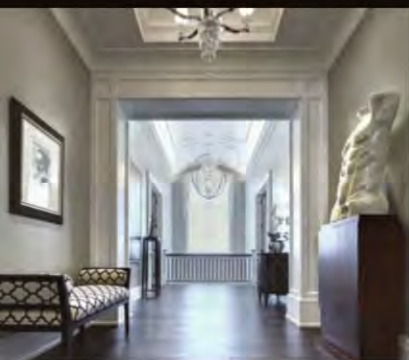
AMERICA'S BEST 2015-2016

ARCHITECTURE » DEVELOPERS
AGENTS » INTERIOR DESIGN



AMERICAS
PROPERTY
AWARDS

2015-2016



SINCE ITS ESTABLISHMENT in 1987, Toronto-based Flora Di Menna Designs (FDM) has garnered numerous awards for excellence in design for luxury residences, show homes and suites, corporate offices, sales centres and public spaces. FDM's approach is to treat every project individually, so that every design is tailored to the specific client and works within their budget and scope.

Westwood Luxury Estate Residence involved a collective team working together in creating a meditative calm throughout the property, from the entry gates and front courtyard all the way through to the backyard oasis. The project's design began after ground was broken and framing had started as the clients felt the original layout would not function to their specifications. FDM redesigned the floor plan and relocated rooms and walls accordingly.

Although the clients wanted to maintain the sense of grandeur and openness that is possible with a home of over 12,500 square feet with 13 foot ceilings, they also wanted to create intimacy and human scale. FDM's brief was to make each space function individually and within the overall floor plan to ensure a smooth transition between formal and informal areas of the home. The company also provided conceptual drawings for the exterior hard surface landscaping.

Balance and symmetry from the front doors overlooking the yard was maintained with proper space planning, appropriate lighting, substantial built-in cabinetry and a material and colour palette that was consistent throughout. These four foundational elements work together to connect all areas, regardless of function or formality.



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★★★★★ BEST INTERIOR DESIGN PRIVATE RESIDENCE CANADA 65 Westwood Lane Estate Residence by Flora Di Menna Designs Inc.



BUILT IN 2004, Eagles Nest Golf Club wasn't living up to the high standards set by the exceptional Doug Carrick-designed golf course. The club was attracting a host of sports celebrities, musicians and Hollywood stars but its design and décor did not reflect the phenomenal golf course. The corporate board decided to commission FDM to update the club while maintaining its well-established ambience and to make each renovated space multifunctional.

Contracted to create the hospitality space required for top-drawer golf events, charity balls, weddings and banquets, FDM selected only the highest quality and most durable materials that would stand up to the high traffic and activity of a thriving golf club. For example, solid quarter-sawn, hand-scraped

oak hardwood floors, leathered finish on granites, modern chrome light fixtures, cowhide and leather upholstery and natural wood and stone materials.

The layout and location of the additional spaces provides both privacy and convenience to guests. Upon completion of the project, the owners found that the fiscal revenue surpassed all expectation with facility bookings doubling since the redesign. The new platinum star concierge area and the updated restaurants and lounges have also generated income above expectations. Apart from the appeal of extra revenue, the client derives a great deal of pleasure and enjoyment from the new look that is more contemporary, yet doesn't detract from the comfortable and established ambience.

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★★★★★ BEST LEISURE INTERIOR CANADA Eagles Nest Golf Club by Flora Di Menna Designs Inc.



GENERAL ELECTRIC GLOBAL HEADQUARTERS; Grid IQ Innovation Centre is a state-of-the-art, 200,000 square foot facility in Ontario. The \$40 million is designed to improve the efficiency, reliability and security of the world's electrical grids. One of the most innovative areas of the facility is the Innovation Customers Experience Centre. This allows customers to take an interactive, immersive look at GE's full suite of energy management tools on a 60 foot video wall.

FDM was contracted to provide a complete interior design package to bring the new facility to life plus all four floors of office space, common spaces and amenity spaces. The company conducted extensive research in order to fully appreciate the products on offer and then design the appropriate backdrops for the experience.

The aim was to create an environment that would perpetuate GE's vision and brand of renewable energy, smart technology and efficiency. Complex concepts were simplified through the use of graphics, props and AV equipment throughout the project. The floorplan was designed to expedite traffic flow from space to space but also to inspire group discussion and creativity and to encourage an interactive pursuit of energy solutions. Movement of the 580 staff members was considered in the traffic flow throughout the meeting and common areas.

Materials used in the project reflected the commercial and industrial designation of the complex but were honed and refined for comfort. Bright, energising colours and patterns were used to reflect the flow of energy and lighting was used creatively on signage, display panels and feature walls.



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