

AMR

# DESIGN LIFE

FALL 2023

©AMRINTERIORDSIGN



# FALL

TABLE OF CONTENTS

# 2023



# YOU IN EVERY DETAIL

## 01. AI & DESIGN

How we are elevating interior design with AI technology

## 02. SPEAK EASY LOFT INSPIRED

Take a look at our client's Speak Easy Loft inspired, newly imagined home

## 03. EXPERT ADVICE

How much should you budget for your renovation?



# NOTE

FROM THE

# EDITOR

This summer, I have been soaking up the outdoors as much as possible, camping, kayaking, or enjoying hiking. As it comes to a close, I eagerly await sweater weather, fall colours and cozying up by the fireplace.

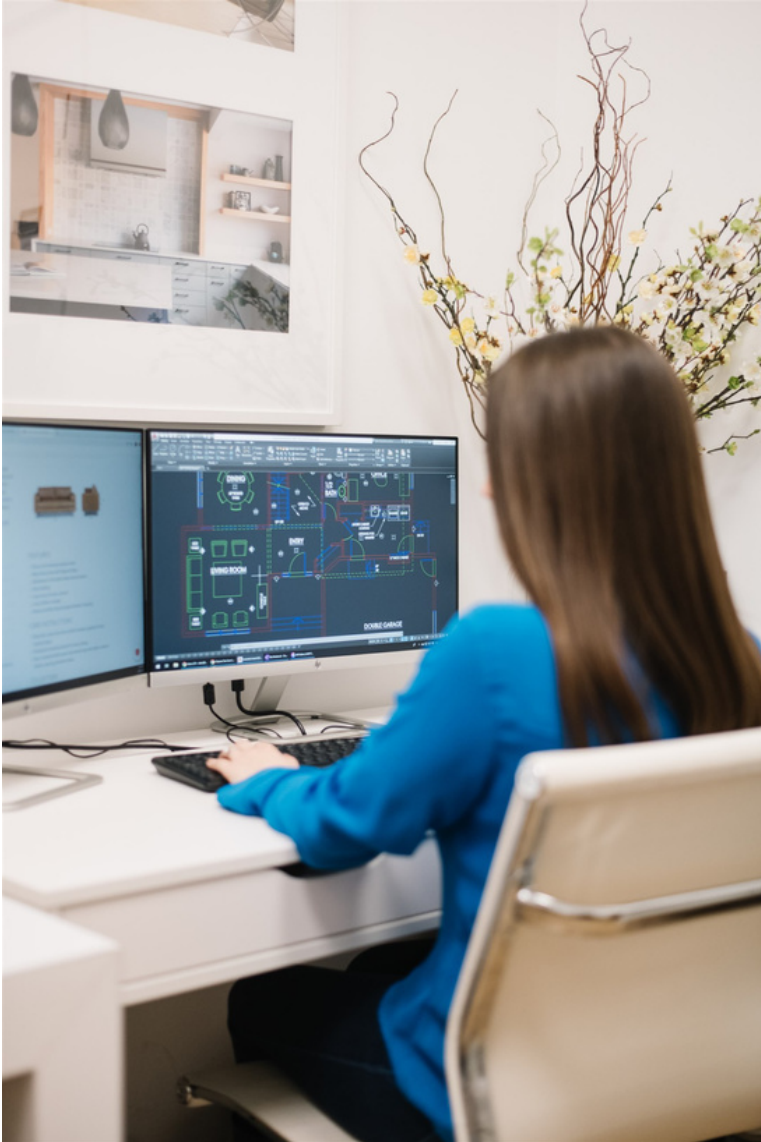
At AMR Design, we have a lot going on. Behind the scenes, I've been diligently working on our furniture showcase for Edmonton's Design Week. Don't miss the podcast episode I've shared in this issue, where I discuss my journey and how this new furniture line came to be.

Additionally, I'm excited to reveal incredible recent projects in Calgary and Vernon, BC. Stay tuned for more updates!

Wishing you an enjoyable rest of the summer,

*Brenda*

# The Potential of AI in Interior Design



Beautiful, functional designs have always depended on human creativity. It's required an innate understanding of what truly makes a home and an awareness of what it means to really live in a space. So, with so much talk of artificial intelligence (or AI) in various industries, what does it mean for the world of interior design?

At AMR Design, we value both traditional methods and modern technology to offer our clients the very best design solutions. We are excited about how we can use AI in our process to enhance our creativity. How does it do so?

**Increased Efficiency:** Keeping a project on schedule is often half the battle. By automating tedious and repetitive tasks, AI allows designers to focus on what they do best. AI-powered software will soon provide engineering overview, add all dimensions to drawings, and create permit ready packages.

Rather than focusing on tedious CAD work, we can focus on your design.

**3D Visualization:** Traditionally, we have used 3D renderings only when necessary, as they take a lot of time and are a significant investment. We are excited with the new technology being developed that is almost precise enough to scan a room and create drawings of the existing space. We see the technology developing that can take our proposed floorplan and detailed specification documentation, and create a full 3D of your whole home.

**Sustainable Solutions:** AI can recommend sustainable materials, optimize energy use, and predict the long-term impact of design choices. This means we can create environmentally friendly spaces without compromising on aesthetic appeal.

**Data Analysis and Insights:** It will also save us time on research by providing product suggestions appropriate for our climate, the newest products available in Canada and keep us up to date on code changes.

**Smart Home Integration:** As smart home technologies continue to increase in popularity, AI can help interior designers incorporate these technologies seamlessly into their designs.



While there is much that AI can do, there is also a lot that it cannot do.

A design that has the right aesthetic and flow for your family requires a human touch. AI cannot replace our ability to understand emotions, cultural context and the many other factors that are important to you.

Simply put, AI cannot create a design that has *you in every detail*.

AI also cannot problem solve with all the trades, vendors and contractors involved to ensure the project is continually moving forward and everyone is on the same page.

As the design landscape evolves, we are committed to leveraging the strengths of both AI and human creativity. To learn more about how we are creating designs that work for you, please visit us at [www.amrdesign.ca](http://www.amrdesign.ca).

## 7 tips to get the most out of AI tools - from kajabi.com

- Define the purpose of the content. Clarify not only what you're creating but also why you're creating it. What's the goal you're trying to achieve?
- Give clear, specific instructions. Describe the task you want the AI tool to complete in detail (the longer the prompt, the better).
- Ask open-ended questions. Asking open-ended questions, or questions that cannot be answered with a simple yes or no, gives the freedom for the tool to answer in as much detail as it would like.
- Check your grammar and spelling in your prompt. Grammatical errors or spelling mistakes in your prompt can confuse an AI tool, so always proofread your prompt.
- Include contextual information. For example, who is your AI content writer acting as? Who is the target audience for the content? Include the answers to these questions in your prompt.

## SPEAK EASY LOFT

They say that good things come to those who wait, and this project put that to the test. Because of the pandemic and other factors, this renovation spanned over two years.

While the journey was long, the results will be long-lasting as these clients now enjoy their dream forever home.

Throughout, we've meticulously infused warmth and refined flow into their design. This space is full of thoughtful details, culminating in a space that is tailor-made for their lifestyle.

*Every time I sit on the couch and glance at our kitchen with it's one of a kind design, where everything is coordinated and the colours flow naturally, I get a sweet feeling inside. This was definitely worth it, it truly feels like home.*

N.P.



Our clients' saw this house as their forever home, but they knew the existing design wouldn't stand the test of time. This extensive renovation included the entire main floor, principal bedrooms, offices, exterior and basement.

By strategically reimagining their layout, we created a more seamless flow as they move throughout the home. The Speak Easy aesthetic is incorporated into every detail, creating the perfect backdrop that effortlessly matches their frequent gatherings and events.

This project demonstrates what we do best. Presented with a space that didn't resonate with our clients, we crafted one that reflected their identity in every detail. Their character is evident not only in the stunning aesthetics but also in the practical layout and overall flow of the home.



Speak Easy design fuses the dimly lit settings of Prohibition-era bars with design elements from converted warehouse spaces.

It balances warmth and authenticity for an urban and stylish atmosphere.



A hard loft is a former industrial space, factory, office or warehouse that has been converted into condos. Given their industrial past, they are usually constructed of concrete or feature “brick and beam” construction depending on their vintage roots.

The charm of this aesthetic lies in its emphasis on spaciousness and openness. By removing barriers in the original layout, we successfully allowed for seamless, uninterrupted flow throughout.

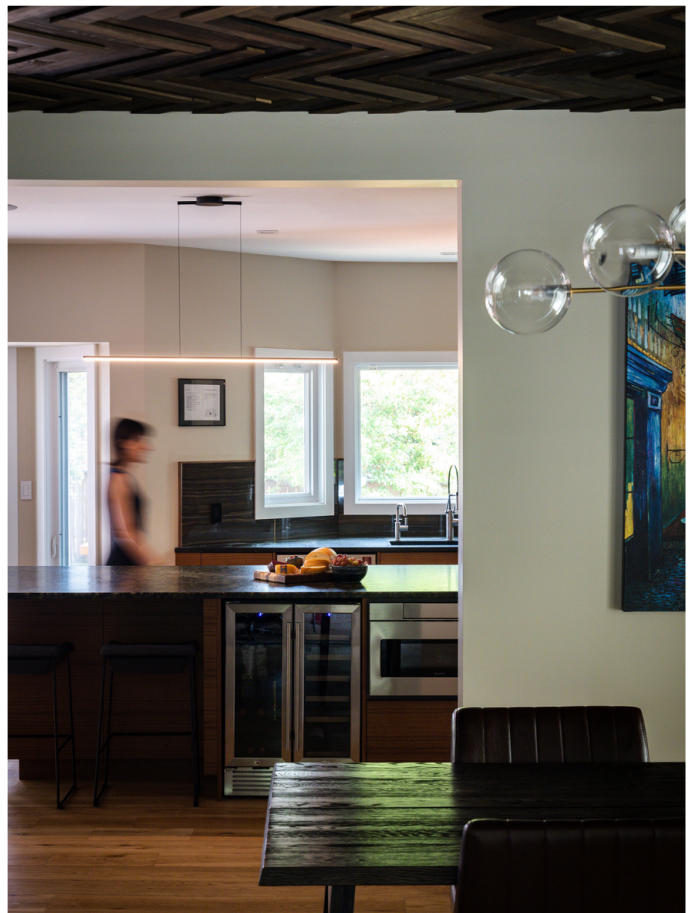
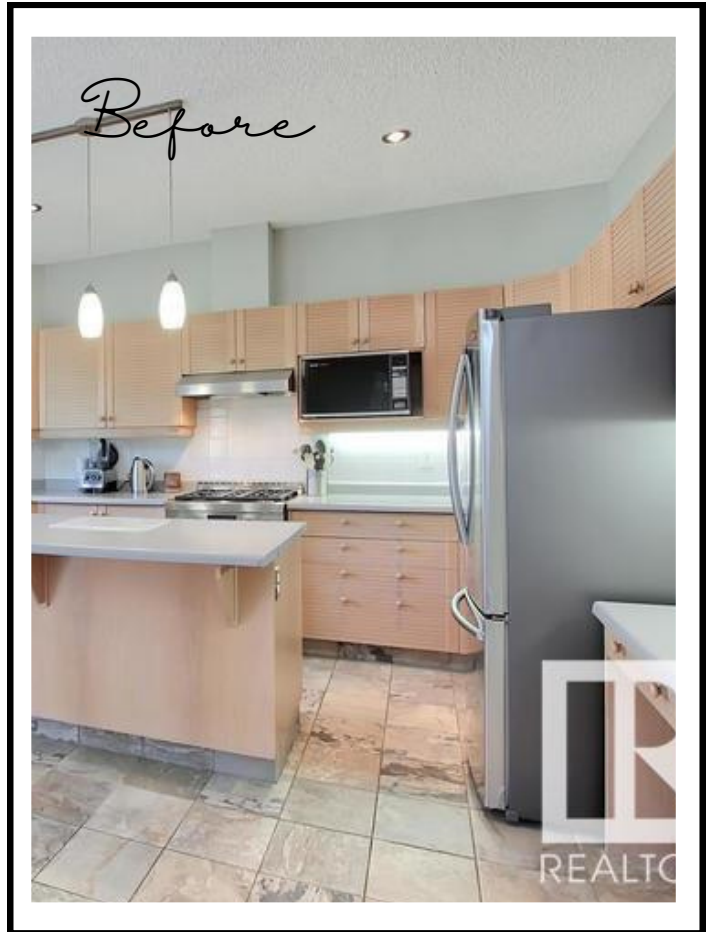
We also updated the colour palette with warm wood and copper tones. From the eye-catching peacock colours on the kitchen island to the aged copper on the bar countertop, we infused a sense of vibrancy and character into this home.

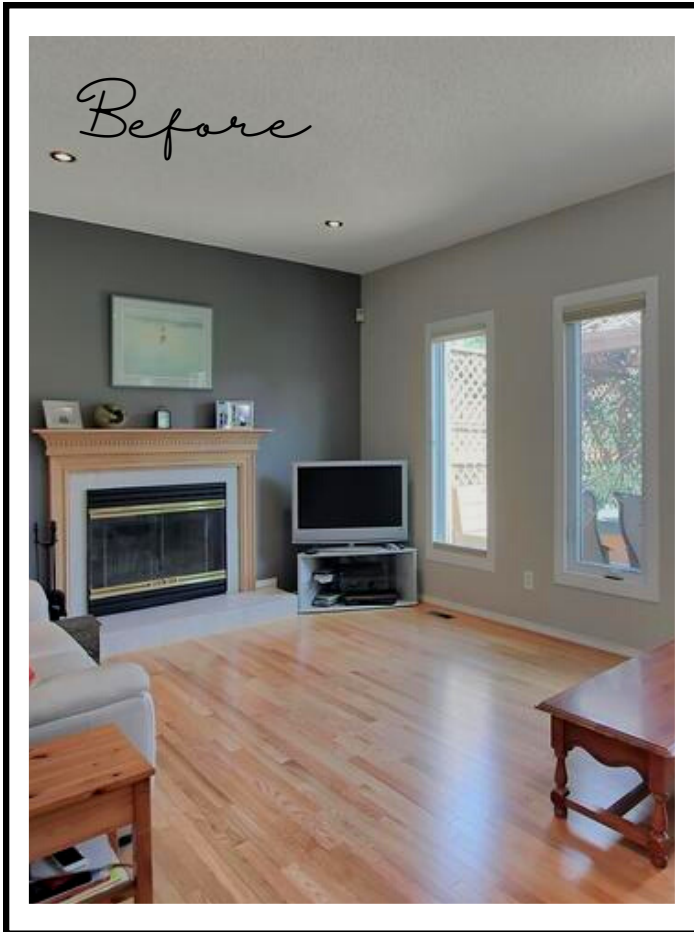
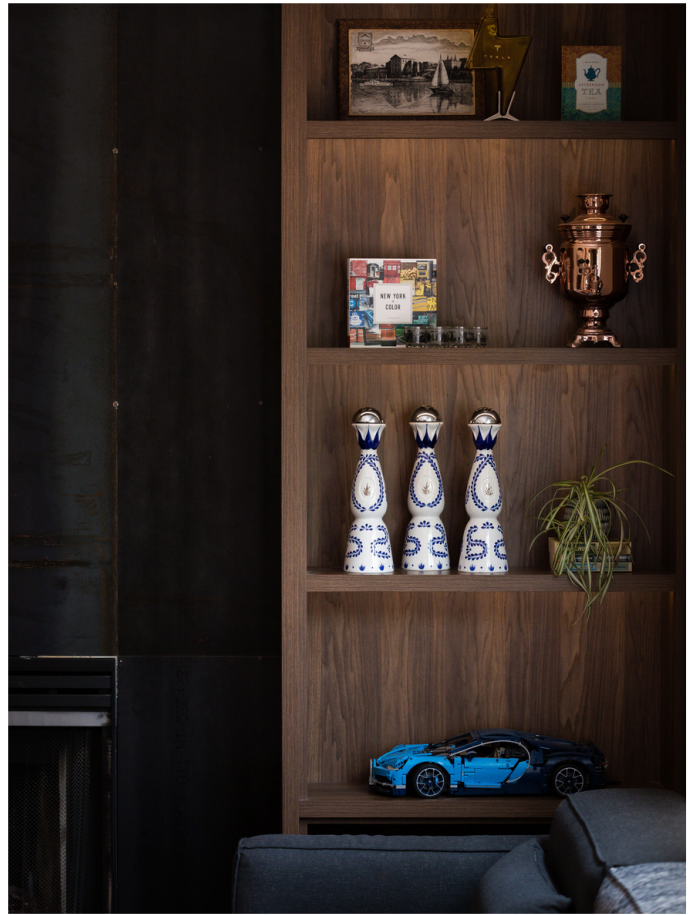


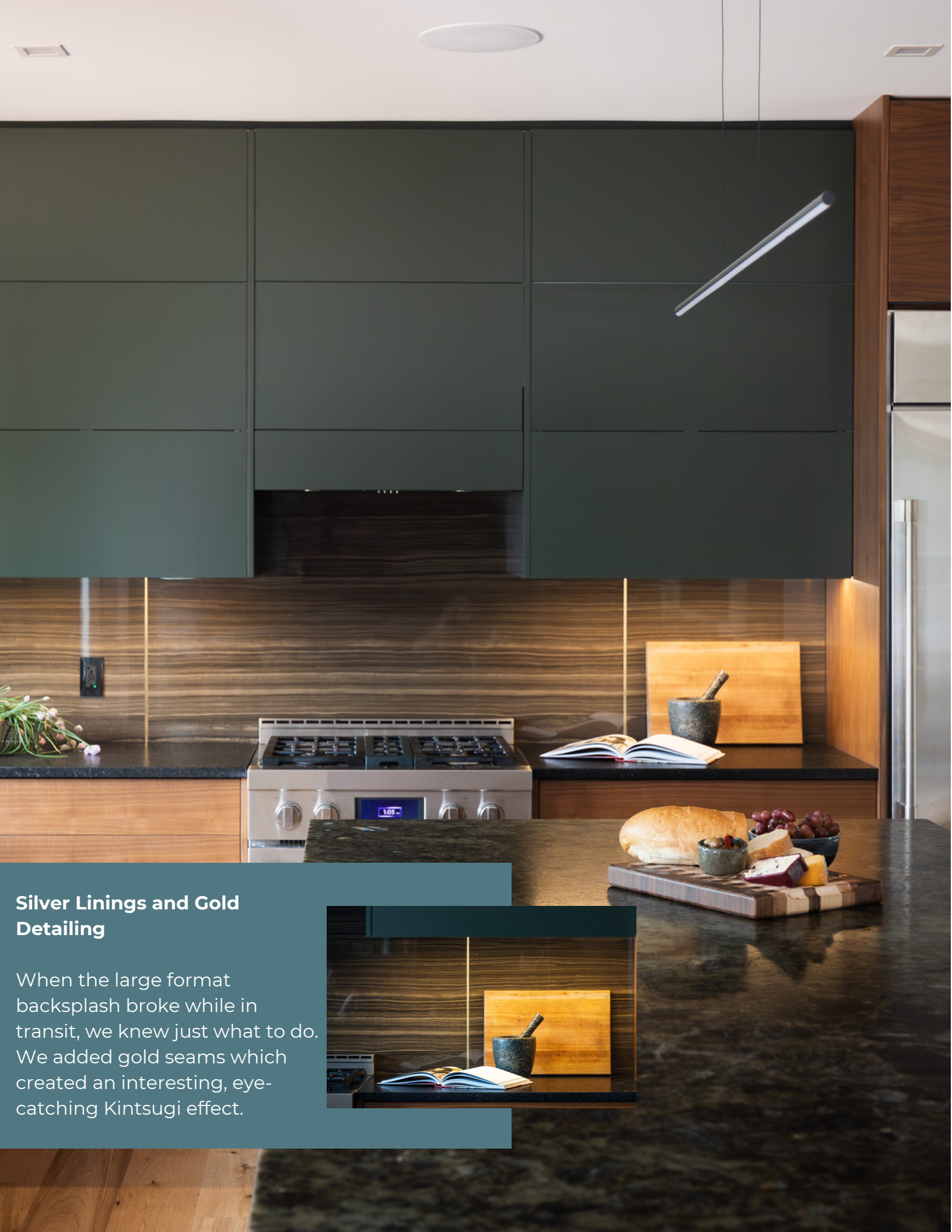


Before









### Silver Linings and Gold Detailing

When the large format backsplash broke while in transit, we knew just what to do. We added gold seams which created an interesting, eye-catching Kintsugi effect.





EXPERT

DESIGN

ADVICE

## How Much Does a Renovation in Canada Really Cost?

When considering a renovation, one of the most important factors is the cost. How much should you budget? How can you keep your spending in check?

We turned to one of our preferred contractors, Tania Bosch of [Bouwen Construction](#), for guidance. With her 15+ years of experience, Tania walked us through different renovations and their estimated costs.

This is a definite must-read before planning your next renovation.

BLOG HIGHLIGHT

[LEARN MORE](#)



## EDMONTON DESIGN WEEK

Designing a furniture line was once only a dream, one that I was afraid to make a reality. However, this last year gave me a new mantra, "*I did not survive cancer to be afraid.*"

This line is the culmination of careful research into textures, materials and styles. It's the result of carefully designing every detail and demanding exquisite craftsmanship.

You'll be able to see the fruits of our labour at [Edmonton Design Week's](#) furniture showcase. You'll also be the first to find out more details about our future launch.

[READ MORE](#)

# BEHIND THE DESIGN

#YOU IN EVERY DETAIL



### Brenda Brix - Creative Director

Brenda Brix is one of Alberta's leading home renovation experts and is an award-winning interior designer with more than 20 years' experience.

Brenda is involved in every aspect of remodelling: from plans to material selections to working with contractors and overseeing the implementation of the design, furnishings, and finishing touches. She is known for her attention to detail and outstanding customer service.

[INQUIRE ABOUT OUR SERVICES](#)

[REFER A FRIEND](#)



Copyright © 2023 AMR Interior Design and Drafting Ltd., All rights reserved.

info@amrdesign.ca  
(587) 357-8959  
Edmonton, Alberta