

AMR

# DESIGN LIFE

FALL 2024

@AMRINTERIORDSIGN





# FALL

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# 2024



# YOU IN EVERY DETAIL

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We recommend custom  
furniture for our clients.  
Find out why.





# NOTE

FROM THE

# EDITOR

This has been a full summer, both personally and professionally. I have been soaking up the sunshine in my "office" (my trailer).

But now, summer is coming to a close. It's a welcome change, as we have so much we are looking forward to this fall.

My next group mastermind begins on September 10, and our Fall Retreat is the following week. These are specifically designed for interior designers and I'm excited to help my peers in this way.

Brix & Co Serenity Tables were featured in Modern Luxuria - pages 66-67 - and we are working on custom orders. and gearing up for Edmonton Design Week.

I hope you enjoy this issue of Design Life!

*Brenda*



# Edmonton Design Week



We are looking forward to Edmonton Design Week, which will be held from October 15 to 20, 2024. This year's event promises to be exceptional, bringing together some of the brightest creative minds in the industry.

We're particularly excited about the furniture showcase. It will be held in one of our favorite historical buildings, the Pendennis Building. We've enjoyed working closely with the owners in the past and look forward to celebrating Edmonton's past and its creative future.

The showcase will feature some of Edmonton's top furniture designers, each bringing their unique style and fresh ideas to the table. Alongside the main exhibits, a special section for up-and-coming student designers and a commercial area will be included. The event will be perfect for sparking collaborations and exploring the latest products and trends in furniture design.







The Furniture Showcase is more than just showing what we bring to the table. It's about bringing people together to celebrate creativity and community in a meaningful way.

This year, a group of local furniture designers, including AMR Design, are teaming up to create a lounge area during Edmonton Design Week. We've always had a fantastic time working together, and this lounge is our way of capturing that same vibrant energy.

We believe that having a strong sense of community is vital in business, especially in creative industries. It's not just about the work we do; it's about the connections we make and the support we give each other. This lounge is our contribution to fostering those connections—a space where people can come together, relax, and enjoy the atmosphere.

Looking back at last year's event, we had an absolute blast, and the turnout was incredible. This year, we're excited to build on that success, bringing the same fun, inviting experience to this year's lounge area.

## A sampling of the local companies involved in Seamless Spaces 2024

**Studio June:** Studio June was born out of a desire to explore and share creativity with the world. We are all about crafting beautiful objects that celebrate the natural world and exude a warm charm

**Loop:** Unexpected design solutions for everyday workplace problems through the lens of sustainability, beauty, and functionality.

**Bay 1 Gallery:** Bay 1 Gallery is dedicated to representing a roster of Canadian artists spanning generations and cultures, expressing their craft in multiple mediums. The gallery's dedicated team, experienced in the fine arts, desires to cultivate meaningful relationships with local artists and collectors alike.



# FAMILY FLIP

This project took place on a lovely acreage in Sturgeon County. It was a mid-century home with a lot of character but in serious need of care before being put on the market.

The house had great potential, but the layout was far from ideal for modern family life. The kitchen was tiny, and the large space was broken up into small, disconnected rooms.

*Listing Agent: Tom Buchanan*

*Photos: AYO ERINLE*

*Contractor: Benjamin Matthew Contracting*

*Stagging: Shannon Smith*

*Planters: Fernwood & Co.*

The backyard boasted a beautiful pool, but since it was out of sight from inside the house, it posed a safety concern. To address this, we added windows that offer a clear view of the pool area, allowing parents to easily keep an eye on their kids while inside the house.

Our approach was all about enhancing the home's best features, like those vaulted ceilings, and bringing in as much natural light as possible. We installed large windows in the family room to showcase the beautiful field of poppies in the backyard and added a mudroom for better functionality. This mudroom provides easy access from the garage and front door, as well as garden doors leading to the backyard from the master bedroom.

The renovation prioritizes creating a home that feels like a personal sanctuary. With thoughtful design choices that blend indoor and outdoor living, it offers a retreat-like atmosphere where you can entertain guests or unwind with family. This space is crafted to feel like your own private escape, where comfort and connection come together beautifully.







We leaned into the space's existing natural mid-century aesthetic, focusing on the cedar vaulted ceiling.





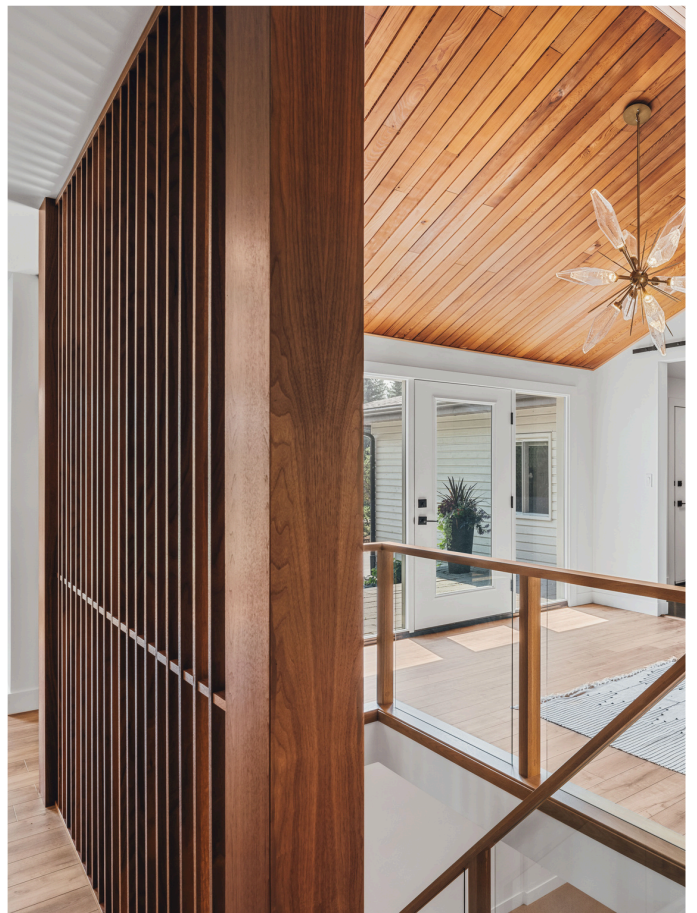
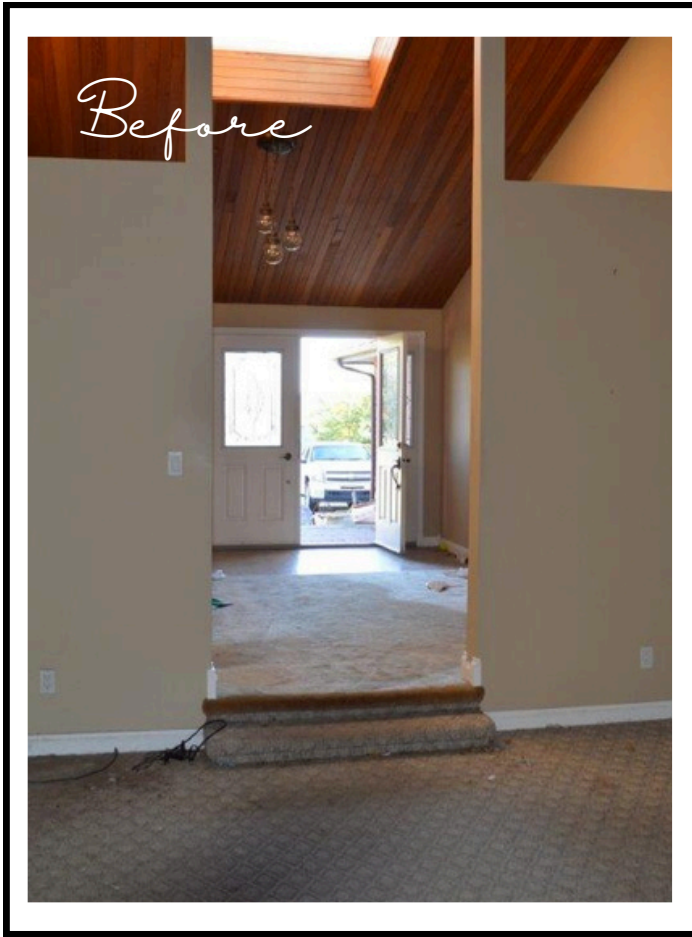
## Key Features

We've focused on thoughtful design choices that improve the way the space works while letting in more sunlight to brighten every corner. The result is a more comfortable, inviting home that feels both practical and airy.

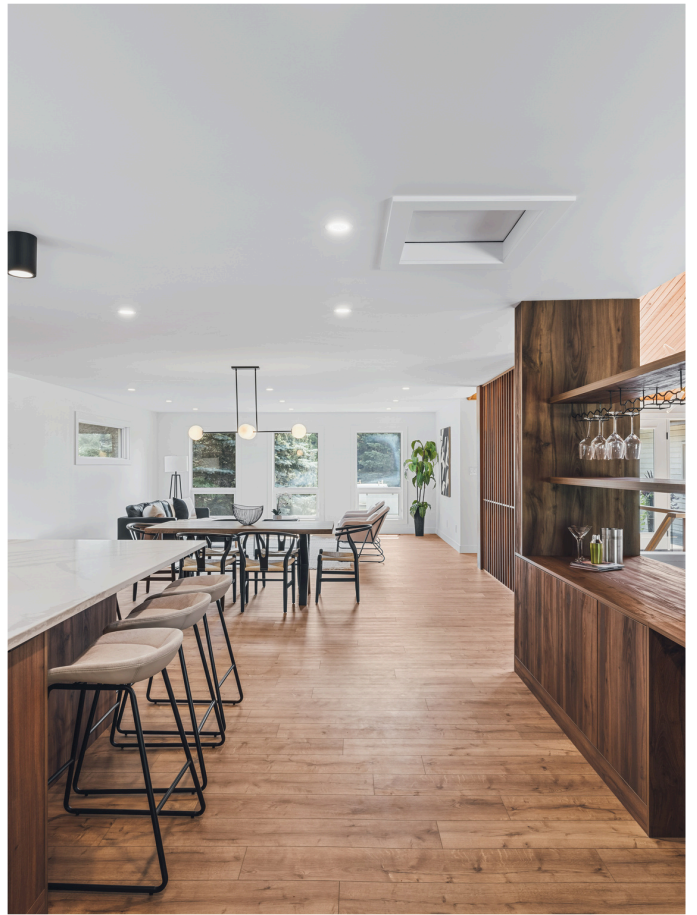
- **Zoned Spaces:** The design creates distinct zones while maintaining a cohesive flow between areas.
- **New Mud Room:** A newly added mud room provides essential organization and access.
- **Laundry and Principal Closet:** Integrated laundry facilities are now located in the mud room, with an adjacent principal closet.
- **Enhanced Natural Light:** New windows have been added to allow natural light to pour in from all sides, brightening the entire space.



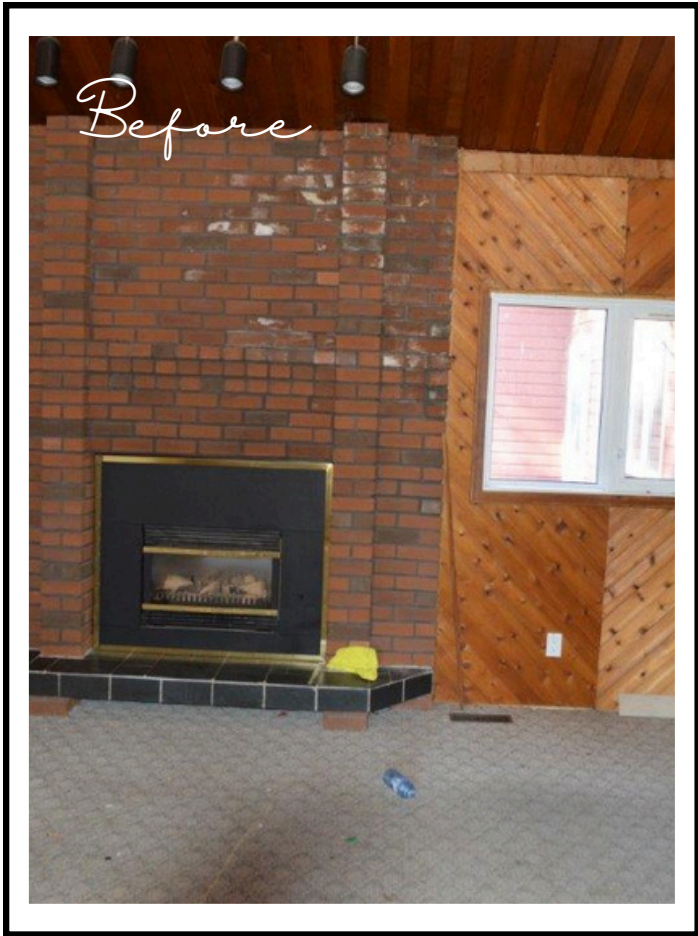




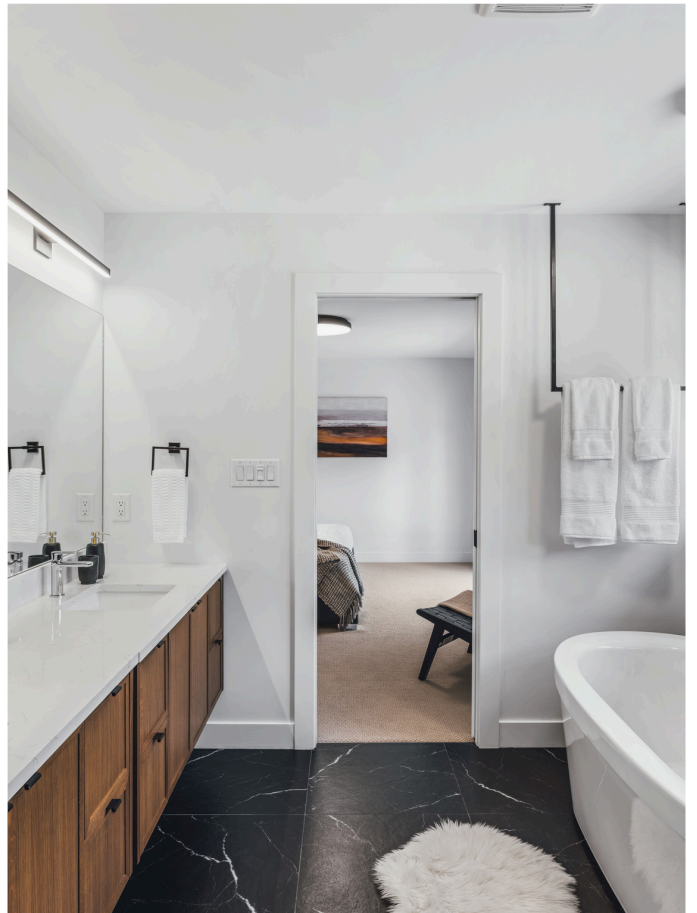




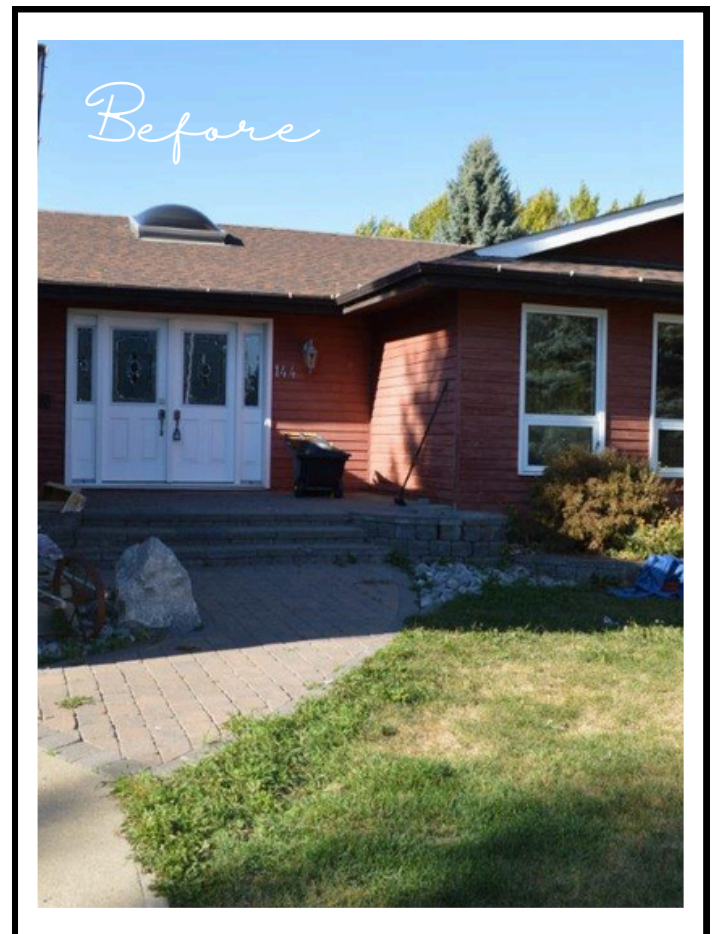
















The wine wall serves as a stylish visual divider that enhances the space without closing it off.

It's a standout feature for entertaining and allows the children to watch TV comfortably from the nearby desk area.







# EXPERT

DESIGN

# ADVICE

## CASE FOR CUSTOM

We strongly advocate for custom furniture because it contributes to a space that truly reflects your style and needs. Custom pieces offer a level of uniqueness, character, and quality that mass-produced options often lack while also supporting local artisans.

With custom furniture, you can select durable and sustainable materials that enhance the longevity of your pieces and align with environmentally conscious values. Plus, custom designs ensure a perfect fit for your space, allowing your home to feel truly yours.

[BLOG HIGHLIGHT](#)

[LEARN MORE](#)





## FINDING BALANCE

Just as a renovation requires juggling the budget, scope of work, and aesthetics, entrepreneurs must balance their business and personal lives.

The challenge is that most of us get caught up in the day-to-day grind of running a business and forget to focus on what's important: our well-being, our families, and everything else that motivated us to start a business in the first place.

Learn how we promote a healthy balance at AMR Design.

[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.

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