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NATIONAL POST

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The Model: Letter perfect

Lisa Van de Ven, Special to National Post May 12, 2012 – 8:00 AM ET | Last Updated: May 11, 2012 4:26 PM ET



Mixing contemporary with classic, the one-bedroom-plus-den model suite at The Carlaw packs personality. It was designed for a fashion-forward young woman. “She’s a trend watcher, but we didn’t want to isolate her by being too trendy, so we put in some classical elements to balance that, to show a little more culture,” says designer Jessica Helps. Here we find a dining table that’s a working clock, for instance, sharing space with a traditional tufted ottoman. Vibrant colours, meanwhile, such as the orange kitchen cabinetry, are tempered by a neutral backdrop. “We wanted to keep everything really fun and lively,” says the principal with Seven Haus Design. Units at The Carlaw, by Streetcar Developments, range from 348 to 1,561 square feet and from \$199,900 to \$679,900. The sales office is located at 345 Carlaw Ave., in Toronto, and open Monday to Thursday from noon to 6 p.m., and weekends from noon to 5 p.m. For more information, call 416-690-8588 or visit thecarlaw.ca.

1. Lively purple, one of the colours throughout the suite, “shakes things up and is unexpected,” Ms. Helps says. White and stainless steel picture frames (the larger Rococo-style one is vintage) add contrast against the hue.

2. “The idea was to really let the purple speak and then have fresh finishes on top of that,” the designer says. To wit, the purple is pronounced against the sleek European-style platform bed from Urban Mode, which has a white high-gloss finish with matching bedding.

3. Keeping a woman buyer in mind, lacquered lamps and polished chrome tables, from West Elm and Stacaro respectively, add feminine curve to the bedroom. “They may be simplified, but they’re giving the essence of that classic, timeless look,” Ms. Helps explains.



4. Texture, rather than colour, makes the wall in the den-turned-office stand out. The series of random wooden letters were painted out in the same colour as the wall. “Throughout the space there’s writing everywhere,” the designer says. “In here it’s pretty overt.”

5. An unassuming desk from Design Republic gets jazzy thanks to the red chair and lamp. “If you do the bigger elements in neutral tones, they stay classic and timeless,” Ms. Helps says. “But you can always change out a lamp.”

6. There’s a little bit of everything in this area rug: script to match the letters on the wall, pops of red, and even some purple to tie in with the bedroom. The black backdrop anchors the space. “It needed something a little heavier,” the designer says.