

THE MDG STUDIO



*credit: michelle loewen photography

WELCOME!

To any of you who have been eagerly awaiting the next issue - as many of you know, MDG got a bit of a surprise when our issue normally comes out so unfortunately, it pushed the newsletter back a little. But not to worry - we are back and looking better than ever! (more on that under "The Business of Meade Design Group").

We've got a new team member to introduce you to, and all of your favourites are back, including our current obsessions, recent events, media and the personal feature where you can get to know the real people behind Meade Design Group, - this month you'll get an anecdote about something that has touched us all recently and one fantastic woman who is doing something about it!

THE BUSINESS OF MEADE DESIGN GROUP

HOW DO WE LOOK?

To celebrate the renewal of Meade Design Group we have created a new image for the business, one that embraces our old branding (with the repetition of the horse image and typography choices), but also symbolizes our growth and evolution with the use of the gradient and layering of patterns and forms.

We also warmed up our colour palette and softened the lines to better represent our warm and friendly working environment. Now that we have put so much work into our networking and accessibility, we wanted to reflect that in our new image; we want to be perceived as professionals who are young, fun, and love what we do.

Inspiring, good design is our **PASSION!**
Look for our stunning new website, coming soon!!!

DO YOU NEED TO STAND OUT FROM THE CROWD?

In addition to the services we already offer, we were requested to assist celebrated local artist Birgit Piskor, with marketing services to promote her sculpture. We re-vamped her studio, website, and graphic image - we also assisted her with the connection and application for her to have her own international exhibition at the Salon Des Aztecs in Mexico city - so far, so good!

Like we said in our previous issue, ask and you shall receive!

RECENT EVENTS

Our recent events this month are all about MDG - The Blog, we've hit some really big milestones lately that we can't wait to share with you!

Can you believe we've hit over 300 blog entries already? We've touched on everything from the value of design, "Eye-Candies", trends on the rise, and over 60 interviews with the design world's best and brightest interior designers.

Words can't express how much we have gotten from the blog - from referrals, to international connections, publishing opportunities and friendships; we really do feel like we are getting back everything that we put into it and we couldn't be more thankful.

Of course, that's not to say that the blog is all hard work; we can't lie and say we don't have fun with it too. With entries like "Little Red Riding Hood", "Dancing With the Chairs" and "So Fierce" it's hard to deny that we like to have our willy-nilly time too. Hopefully you all still enjoy reading the blog as much as we do creating it!

SPEAKING OF INTERVIEWS...

We can't believe some of the big-name interviews we've been getting, needless to say, we're getting quite star-struck! Most recently we've had interviews with the current queen of design, Kelly Wearstler and the epitome of design class, David Easton, and Mrs. UK Design herself, Kelly Hoppen, we also have interviews coming your way from some big-time, house-hold names - so stay tuned for those! And let's not forget the interviews of posts past who really got the ball rolling on our blog, including: Barbara Barry, Jonathan Adler, Thomas O'Brien and Vicente Wolf and so many others.

OUR FIRST EVER BLOG GIVE-AWAY:

We were so excited when Only Human agreed to partner with us in our first ever blog give-away; together we gave-away one of Bocci's new 28.1 series pendants. Our lucky winner, Kevin Mazzone, sent us a photo of his prize in his newly renovated space - the timing couldn't have been better! It was a huge success and we can't wait to do another, keep checking the blog for your next chance to win!

CONNECT WITH MEADE DESIGN GROUP

www.meadedesigngroup.blogspot.com



www.facebook.com/MeadeDesignGroup



www.twitter.com/MEADE_DESIGN



www.linkedin.com [Ivan and Echo individually]



THANK YOU,... NOW LET'S PARTY!:

April 13, 2010 – Ivan was thrown a surprise thank you party 40 of his favourite colleagues in Victoria. Interior Designer Michelle Matte and Artist John Wolfe from Wolf Decorative Finishes coordinated and put together a stunning surprise party at Veneto to say thank you to Ivan for his support to our local design community. To see more photos and information, check out our blog post, "Surprised, Shocked and Thankful".

DESIGNERS IN TRAINING:

We have been continuing to mentor students interested in design, our most recent intern, Vanessa has graduated high school and was job-shadowing the interior design work here at our studio over the summer. This September, Vanessa began the interior design program at VIU – WAY TO GO VANESSA! We wish you all the best.



RIDE TO CONQUER CANCER:

Amber Kingsnorth of Inoui Design Collective has generously donated her time and efforts to be a rider in the annual Ride to Conquer Cancer, benefitting the BC Cancer Foundation. She has noted our beloved principal, Ivan as one of her inspirations for her ride, as well as other cancer survivors in the design community - her ride has been dubbed "The Designer Survivors Tour", and we would love it if our MDG Times readers would be able to encourage and support her efforts - every little bit helps!

Go to www.conquercancer.ca to make a donation and help Amber Kingsnorth reach her goal!

RECENT MEDIA

ON STANDS NOW:

DESIGN SHARE (Kravet's Online Design Showcase) – We have been fortunate enough to have two of our projects featured on Design Share, our "Sherman Oaks, California" project as well as "Marifield, Local".

BC HOME, October/November 2010 – "Game Plan" [page 37] – A feature on our well received mid-century modern styled games/entertaining space in Maple Bay.

KITCHEN AND BATH IDEAS – December 2010, from Better Homes and Gardens Special Interest Publications. Best Small Kitchens Ever! – "Modern View" [page 41] – A three page spread on our media-friendly, clean lined kitchen make-over in Spring Bay.



RECENT MEDIA FEATURES:

BCLIVING.CA (Blog), March 16, 2010 – "Ivan Meade Rethinks Office Design" – An online continuation of our recent BC Homes article.

STYLE AT HOME, July 2010 – "Shop-Etc." [page 112] – A splash page that lets the readers in on Ivan's secret: his favourite local shopping destinations.

INSPIRED.TALK (Kravet's Blog), July 9, 2010 – "Taking Your Best Shot" – Ok, so the article isn't about us so much as it has a photograph from one of our projects as an example of photography – but hey, we'll take the publicity!

AS ALWAYS:

SNAP! MAGAZINE – Design Feature: "In Conversation with..." [Homes & Lifestyles section] – a monthly column featuring a local design talent and their favourite design find; find full interviews on our blog [www.meadedesigngroup.blogspot.com]



INTRODUCING...

Natasha Duff (a.k.a. "Natashita"), our new graphic designer! We are so pleased to have Natasha as the newest addition to our team; we think that with her personality and raw talent, she is fitting in very well here.

Natasha takes inspiration from travel and the outdoors when creating her art and designs. She worked in Vancouver designing corporate identities, promotional material and fashion catalogues before returning to the island to work with Meade Design Group.

Natasha graduated from Capilano College's IDEA (Illustration Design Elements and Applications) program 5 years ago with a diploma in Graphic Design and is always striving to come up with clean, clever and unique solutions for clients.



CURRENT FAVOURITES

SONG: "Just the Way you Are" – Bruno Mars [It's amazing, just the way it is!]

PASSTIME: It's all about "Glee" lately, every Wednesday when we come in to work it's the talk of the studio! We can't believe we have to wait a whole week for our next "Musical" fix - torture!

SWEET INDULGENCE: Purdy's chocolates, Mayans! Four distinct flavours - pistachio, cappuccino, almond butter and peanut butter. YUM! Thanks to Twitter, MDG is now one of Purdy's taste testers! It's a tough job, but someone's got to do it right?