

the mdg times

MEADE
DESIGN
GROUP

ISSUE NO. 5 - 2012

WELCOME!

We know, we know, we've done it again. A whole new year, a whole new MDG! Lots more recent changes have been happening around our studio, so why not just go with it?

New designers, interns, social media and more in this issue – we've been a bit tardy on this issue so we've jam-packed it with all kinds of info for your reading pleasure.

As always, we love hearing your feedback, so keep it coming!

WHAT LUXURY MEANS TODAY:

This year the theme for the Let's Talk Design event was "New Ways to Live". The series presented Victoria's leading interior designers: JC Scott Design, Kyla Bidgood with Pamela Uboda, Design One Stevens, and of course, us - Meade Design Group! It was a great fundraiser for the Art Gallery of Greater Victoria that was beautifully presented.

Our presentation was 'What Luxury Means Today'; many of us imagine luxury in a home to be synonymous with grand, ornate spaces and furnishings that most of us can only dream of. However, luxury in an interior today can be so much more. During our lecture a variety of topics were covered including space, furnishings, modern conveniences and how to combine the luxuries of today and yesterday in your space.

We think it was a hit, we gave our presentation to a sold out crowd! Thanks so much to the Art Gallery, and our sponsors – Y.A.M. Magazine and Gabriel Ross for their support of the event – and also to all of you who attended!



CONNECT WITH MEADE DESIGN GROUP

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THE MDG STUDIO



INDOCHINE TEA:

Meade Design Group was a little spoiled - we were able to host the launch of Barbara Barry's latest fabric collection, 'Indochine' with a private gathering of clients. We were actually the first showing in Canada so we feel very special to have been given the opportunity!

There was an abundance of treats and drinks to be had, including our signature cocktail for the event 'Indochampagne'. All in all, we'd say it was a great success! For more photos and information on the event (including our decor and signature cocktail recipe), check out our blog entry.



CURRENT FAVOURITES

SONG: Back in Time by Pitbull – so much fun, we love the retro sample!

DESIGN FIND: Supporting local designs, we're crazy for Vittrium's new recycled glass product 'Environite' - it makes for a pretty spectacular countertop!

PASSTIME: Is it wrong that we're reverting to our childhood Lego obsession?

SWEET INDULGENCE: Who can resist the tasty AND beautiful macaroons from Murchie's – our favourite has to be vanilla!, what's yours?

Sabrina Turcotte, our new graphic designer! Sabrina finished a three year graphic design diploma program in London Ontario and then moved to Toronto and there worked in direct marketing for non-profits and as a production artist for one of Canada's top advertising agencies. Sabrina moved to Victoria not only for the beautiful scenery, but also to live closer to her family. After completing a contract at Royal Roads University, Sabrina was excited to join our team. She assists with all of the graphic design concepts to implementation and with every project Sabrina strives to offer innovative ideas, print and web solutions that will address objectives and client's goals. In her spare time, Sabrina enjoys reading, traveling, photography, hiking, running, biking and spending time with family and friends.



DESIGNERS IN TRAINING:

We continue to support & mentor students interested in design – both graphics and interiors. Our most recent intern Amber Rose Jordan has actually already completed her schooling for design and has some experience under her belt. However, being from a foreign country (Australia), she wanted to see how a Canadian firm tackled interior design projects. She is now working at The Design District Studio – Way to go Amber!



CHAIR-ITY FUNDRAISER:

We are thrilled to have been selected for Luxe's 'Pink Chair-ity' event with proceeds going to breast cancer research. Local designers submitted concepts for a uniquely pink chair which were created and auctioned off at a fun event held at the LUXE showroom. Our chair design represents the cancer survivors, their willingness to fight, and the zest for life that comes from winning the battle (and really, what could possibly be a better symbol of a fighter than a dragon?). A vibrant, playful colour palette – including the signature Breast Cancer Foundation pink – with a mix of patterns and textures, offset with their application on a classic chair frame.



RECENT MEDIA

RECENT MEDIA FEATURES:

Y.A.M. Magazine – Nov/Dec 2012 - On Stands Now! 'Perfect by Design' Your tree your way.



Y.A.M. Magazine – March/April 2012 - 'Laundry Rooms Get Luxurious' [page 42-47] – Learn all about the latest trends and unconventional ways to utilize your laundry room.



Times Colonist – April 14, 2012 – 'Hotel Chic at Home' [E1, 'House Beautiful'] – A corporate condo transformation is documented with tips on how to get that luxurious hotel feeling – even in a small, industrial space.



DesignEdge Canada – May/June 2012 – 'Meade Design's Room With a View' [page 14] – This national graphic design magazine did a tour of the most beautiful and functional graphic design studios – and what better firm to feature than Meade Design Group?



Times Colonist – June 23rd, 2012 – 'A Keep-it-Simple Scheme' [E1, 'House Beautiful'] – Beige doesn't have to be boring, keep it interesting with a monochromatic palette with interesting textures and patterns for a cohesive, layered look.



Zen Style Residences – 2012 - This beautiful coffee-table book being published in Beijing featuring our 'Marifield' project is currently being printed and prepared for sale .



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]



Y.A.M. Magazine – Ivan is a regular contributor for the 'Outstanding Homes' feature in each issue of Y.A.M. He scours the city for the most captivating local houses and highlights his favourite elements and how readers can implement them into their own homes.

FAREWELL

As many of you may know, April 30th marked Natasha Duff's, last day. Natasha is moving on to independent graphic design endeavours in addition to pursuing her art, hobbies and travel. We wish Natasha all the best in the future! We were also lucky to have our temporary Australian Import, Caleb Van Den Berg here for the 4 months while he was living in Canada. It was great to have a fresh take on design with his 'indie' style, and abundance of creativity. He has now moved back to Australia to be with family and continue his career in graphic design. Good luck, Caleb!!



THE BUSINESS OF MEADE DESIGN GROUP

CELEBRATING 10 YEARS:



It is a landmark year for us, in March we celebrated our 10th year in business! It is so crazy how much our little firm has grown, from Ivan working in his home office to our now bustling downtown studio with 4 employees and a growing list of happy clients.

We're so grateful to have had the opportunity to work on terrific interior and graphic design projects not only locally, but throughout Canada, America, Mexico, Europe and beyond. We are also proud to have been published in several magazines, newspapers, book, online and even on TV. Our business is ever-expanding thanks to social media and these features – not to mention the blog and Ivan's regular contributions to SNAP! and Y.A.M.

Thank you so much to everyone who has been a part of our success, we plan to be here for many more years to come!