

# MATHEMATICAL STYLE

It's not rocket science, but designing show homes involves more math than you'd think

BY PEPPER RODRIGUEZ

Anyone who ever thought decorating show homes is all about frivolous whimsy is in for a rude awakening. Just ask Bridgett Jessop of Debutante Design. She took *Condo Living* on a tour of two of her latest creations in StreetSide Development's Townes of Redstone and explained why a head for equations can help come up with compelling design.

Of course we're not talking about mathematical equations and getting the value of  $x$ , but rather a formula on how to approach show home design. And for Bridgett, it all starts with who the buyer is.

"I like to work backwards and get the idea of who will be purchasing the home, and from there we can establish an equation that achieves tranquility, harmony and balance," she says.

For StreetSide's newly opened two show homes of the Copper and the Onyx in the Townes of Redstone, Bridgett came up with contrasting styles that captures the aspirations of first-time homebuyers, while at the same time coming up with memory points that are crucial in show home design.

"You want something that will be memorable to clients looking for a home, and at the same time make it seem like a home that they can see themselves living in."

A lot of thought went into just figuring out the colours, patterns and textures of all the materials being used. "It is all about achieving balance," she says.



PHOTO BY JEAN FAYE RODRIGUEZ

The 1,460-square-foot three-bedroom Onyx showcases a transitional look that blends plenty of natural elements, while the 1,438-square-foot dual master Copper displays a modern glam white-on-white-on-white look. >>

Bridgett Jessop

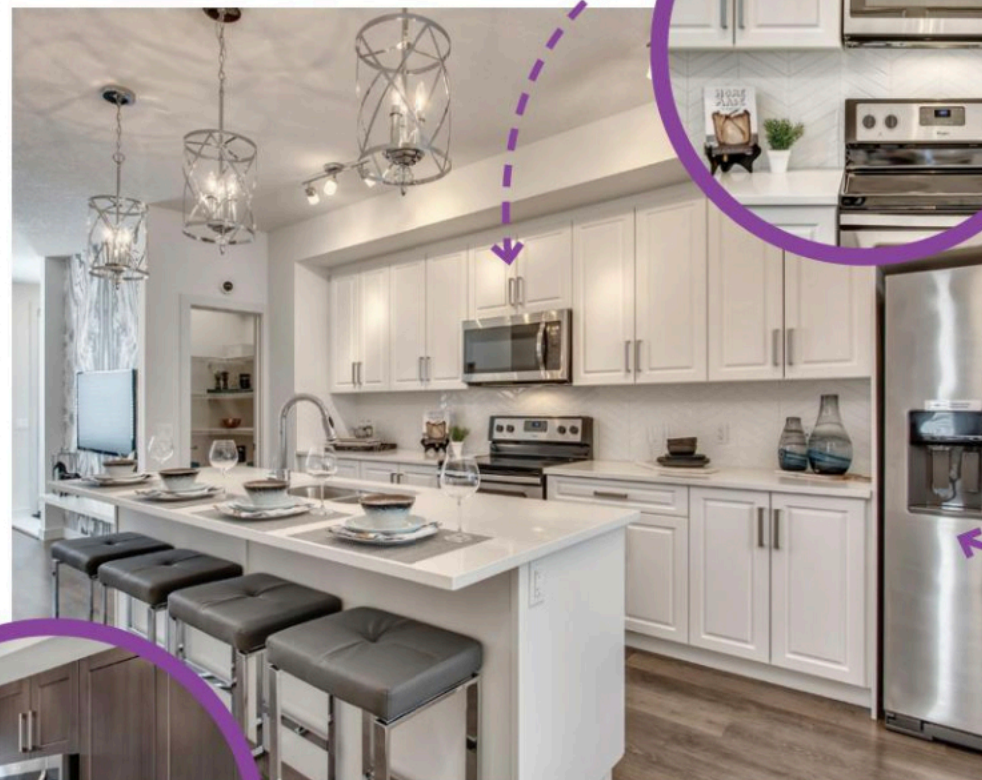
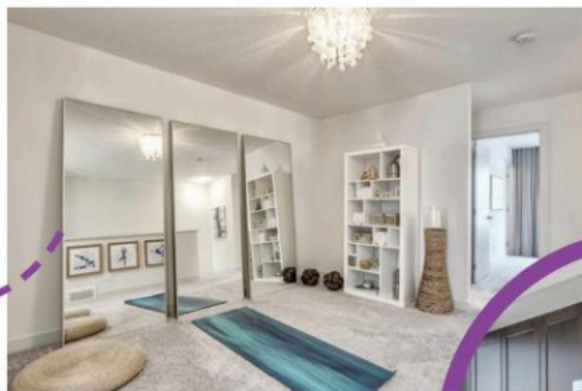


The sleek, modern glam look of Copper shines through in the main living area, which features an open-concept main floor with the kitchen in the centre. A mercury glass mirror strategically placed by the foyer gives the illusion of a bigger space, and exotic marble pattern wall paper in the recessed feature wall draws the eye.

The Chevron-style tile backsplash adorning the Copper's kitchen is a standard feature in the Townes of Redstone. As well, the galley style kitchen with walk-in pantry is perfect for entertaining and features an eating bar that seats four, says area manager Rhishi Patel.



The most popular feature of the Copper show home has to be the yoga space at the top of the stairs. It is a simple, elegant use of the flex space separating the two master bedrooms and it did not take a lot to decorate — just some full-length mirrors, a yoga mat and a bookcase and some imagery. The capiz shell light fixture overhead adds a natural element. As a memory point, it's perfect!



White cabinetry, white backsplash, and white countertops may seem overwhelming but Bridgett makes it work by throwing in a mix of metals including stainless steel appliances, brushed nickel hardware and chrome taps. "It just made this inside unit home seem all that much brighter," she says.

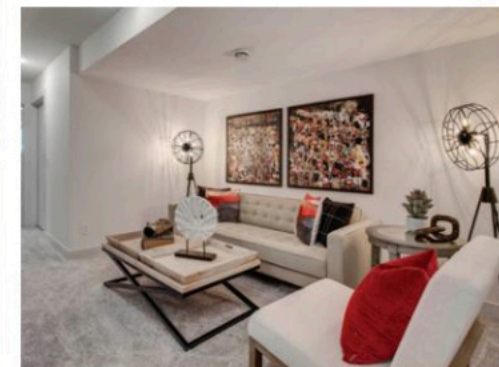
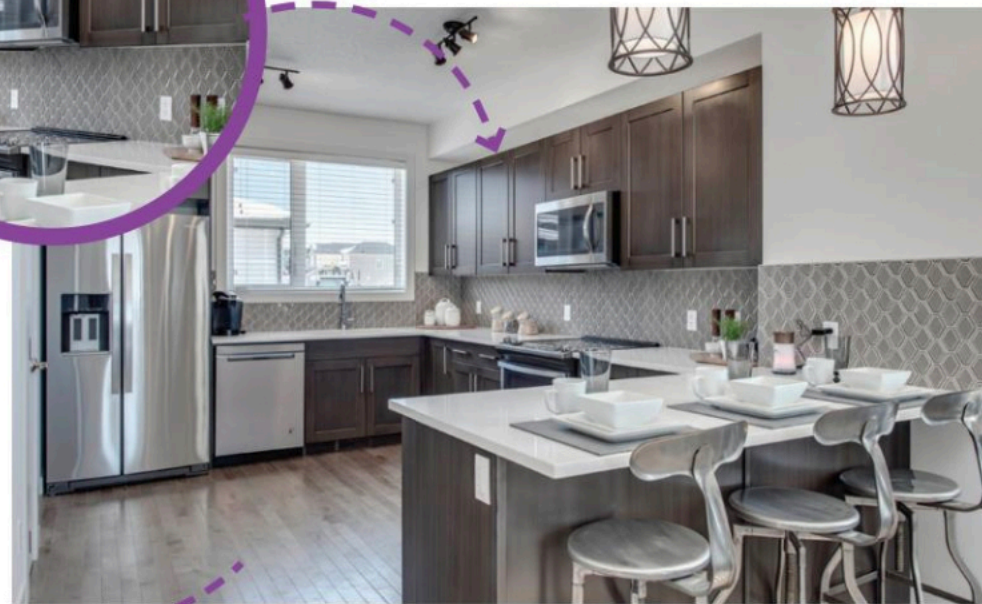
The earthiness of the Onyx comes through with the rich hardwood flooring, stone countertops and accents, and metal fixtures. Big plants add to the effect, and warm colours of the sofa and armchair, and the area rug all combine for a trendy, transitional look. "Placing the curtain rods higher than the window casings add to the illusion of space," Bridgett says.

Visit the Townes of Redstone show homes at 306 Redstone Boulevard N.E.

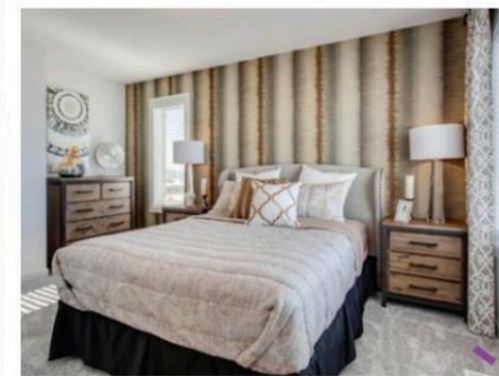


The transitional style of the Onyx comes alive in the kitchen. Designer glass tile backsplash coupled with quartz countertops and dark stain cabinetry combine for a truly stylish space.

The U-shaped kitchen of the Onyx gives it a lot of flow. "Numerous people can be working in the kitchen at the same time and they won't be bumping into each other," Bridgett says. The oversized window over the kitchen sink brings in plenty of natural light and the nine-foot ceilings add an air of spaciousness.



The Onyx's lower level development is just as richly decorated, but its ability to have two extra bedrooms has made it all that more popular. "With three bedrooms upstairs and an option for two more in the lower level development, The Onyx can suit the needs of young families with an eye on growth or those with extended families," says area manager Rhishi Patel.



Bridgett achieves a boutique hotel look in the master bedroom of the Onyx with the help of stylish wallpaper feature wall. Her company has its own wallpaper line that is put to good use throughout the two show homes. As for décor and furnishing, she says it's best to keep an open mind. "Don't discount the discount stores when looking for accents, you can decorate with style and still stay on budget." CL