

STORYTELLING IN DESIGN

with Regina Sturrock



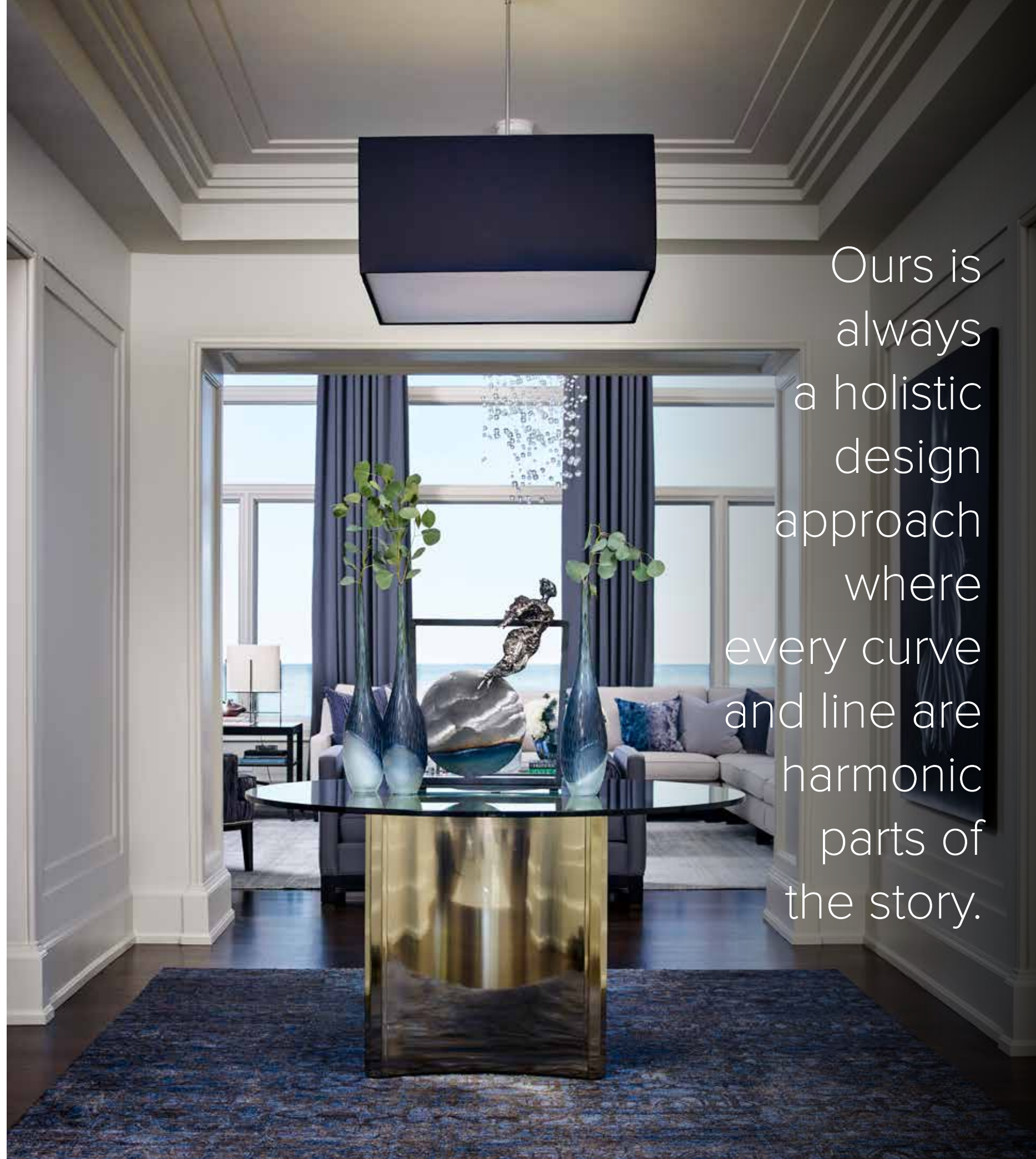
Internationally celebrated award-winning designer Regina Sturrock, the owner of Regina Sturrock Design Inc., shares her passion for the storytelling element of design.

Q: How does the storyline of a project take shape?

RS: An architectural sketch may indeed be the first subtle manifestation of a Client's reflections. It can come from a snapshot of an ornate Parisian railing, or be the inspiration from a peaceful place such as a childhood home. The storyline of a home takes its shape here and continues to build around life's journeys.

Q: What makes Regina Sturrock Design Inc. different in their approach?

RS: Ours is always a holistic design approach where every curve and line are harmonic parts of the story. They are understood simultaneously, as though they were always there. Beauty resides in the 'accumulated' details; the character builders that appear, almost as natural occurrences, simply and purely because they are conceived through the emotion of the space.



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Q: Your mantra is customization – tell us more.

RS: Let's look at customization as more of tailoring to suit perfectly. Customization can sometimes carry the stigma of an unnecessary 'extra', but that's not how we see it. Whether it's a creative ceiling detail that manages to bring in much-needed perimeter lighting, or a sleek and integrated built-in that packs in maximum concealed storage and function, these customized 'made-to-fit' details are always part of what we bring.

Q: What inspires you as a designer?

RS: I see inspiration everywhere. I keep all my senses open to beautiful things. The natural world, the fashion world, rich culture, and its history, architecture, art, are all contributors. I love to travel. My inspirations go beyond the obvious. Sometimes it's a shape or pattern that's beautiful because of its sheer simplicity or its consuming complexity. My inspiration is often different and more fascinating each time I experience it. It happens every day.



Q: How does your new build process reflect the vision of the client?

RS: We always take cues from the architecture and tradition of the home, and we ensure that there's a common thread that binds all together with the Client's needs, wants, and individualism. We begin with a solid understanding of the Client's lifestyle and translate that into the details such as millwork and special features. We gather our Client's feedback through comprehensive questionnaires, particularly where it involves millwork design, so that we can truly create a couture ensemble. We delve into the requirements and idiosyncratic wants all in the name of getting it right. We put a strong emphasis on communicating the design vision through not only detailed working drawings but also beautifully illustrated renderings. These are the building blocks to realizing a common goal of beauty.

Q: What is your favorite part of the design process?

RS: I love brainstorming the seeds of the design through our clients' directives and their messages of what they find to be beautiful. Together with my team, we can build on a completely fresh and unique idea and explore a concept that's not been done before.

This is also when the big picture comes into view, the gleaming end-result, and it truly motivates me.

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Q: Tell us the Story behind Contemporary Manor

RS: Representing a from-the-ground-up project, this is a home that is near to our hearts. It took us to London, England, where we picked up the accolade as 2018 winner for Residential Design Over £1m at the SBID International Design Awards. The design narrative was guided by the architecture and its setting, two grounding components around which all other elements made intuitive connections. It's positioned on a priceless parcel of land that enjoys exceptional lake views. At any given time of the day, the surrounding waters bring life, mood, and palpable energy, informing the interior spaces on a primal level. Linking these roots was a fundamental directive in our design.

Large classic volumes were given a crisp, gallery-white wrap turning architectural detail into sculpture. This pristine envelope enabled a dynamic colour palette inspired by the day's shifting lake views revealing soft watery hues and intense jewel-toned versions. One after the other, they would merge into the unified vision for the home, a scheme the team conceptualized and nurtured every step of the way.

Regina Sturrock Design Inc. is instantly recognized and is in constant demand for its classic aesthetic and finest attention to detail. Specializing in luxury new build design in National and International markets, their signature is infused with a timeless quality and one that is uniquely beautiful.



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