

FOUR

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DESIGN

QUEEN OF CONTRASTS

Led by her no-rules doctrine, Toronto-based interior design powerhouse *Lori Morris* brings a breath of fresh, feisty air to the world of design. Creating interiors that burst with contrasts, colour and texture, she's forged a signature style that is sexy, sumptuous and all-around sensuous.

HOW DID YOU GET INTO THIS LINE OF WORK?

I have always been artistic and creative, so when I enrolled in interior design school, I instinctively knew it was where I would shine and have the opportunity to carve out my own style.

WHERE DOES YOUR PASSION FOR INTERIOR DESIGN STEM FROM?

It's an innate talent in me and where I feel confident and fearless in my own unique way.

EXPLAIN A BIT ABOUT THE BACKGROUND OF LORI MORRIS DESIGN...

Lori Morris Design — the House of LMD was founded in 1987, not long after my first and brief experience working for a designer. I had no investors; it was me and my determination to share my own unique style and design sensibility with the world that fueled my desire to succeed.

HOW WOULD YOU DESCRIBE YOUR DESIGNS?

I am an artist with a simple design philosophy: no rules. We create one-of-a-kind, bespoke designs melding colours and textures with an unconventional twist on traditional and modern architecture. Our work is sophisticated, sexy and super glamorous with an edgy rock-star beat.

My signature 'sexy French' design style is inspired by my love of Parisian high style, melding traditional and modern architecture with a gorgeous, sexy twist for a sumptuous yet comfortable and very livable space. Metals, layers of texture and shine are combined with unexpected colour and material combinations for a one-of-a-kind look that is cool, edgy and brimming with interest and personality. I design homes that are cohesive synergies of juxtapositions, using light and dark, sleek and ornate, feminine and masculine, traditional and modern, with every selection deliberately chosen for its contribution to the space. Even the smallest detail plays a part in the overall feeling of a room.

WHAT INSPIRES YOUR DESIGNS?

My love of nature, classic architecture and haute couture fashion have always inspired my designs.

DO YOU HAVE A FAVOURITE DESIGN?

Each project presents a new and exciting opportunity to create a unique space tailored to the client's vision, so every new design is on the list of my favourites.

TELL US ABOUT THE LIFE CYCLE OF A PROJECT...

Every project starts with a client meeting to understand their

CLOCKWISE FROM OPPOSITE, ABOVE
Coastal breezes summon a cool wave of sumptuous turquoise with brass and coral blooms in this elegant living area; Lori Morris' business is always a pleasure in this office with its Art Deco-inspired nocturnal palette drenched in textural richness and ambient brass shine.

vision and lifestyle requirements. But the real magic in what we do begins with a hand-drawn sketch by Julie Ballard, our Creative Director. This is the soul of every design and a way for us to communicate how the space will feel to the client.

The process continues with a comprehensive and detailed design drawing package, followed by colour, material and finishes selection. You could say I create the players on a stage with the design, and then decoration becomes the show. Custom LMD furniture, some antique or Art Deco pieces, lighting, carpets, décor and accessories — I oversee every decision.

The finale of our creative process is 'the reveal'. This is when our clients are presented with their masterpiece for the first time. An original work of art created in their vision. It is a spectacular experience — often very emotional for the client — that makes all the hard work worth every second.

ARE THERE 'WOW' MOMENTS IN YOUR CAREER THAT STAND OUT?

When I look back at how far we have come and the incredible team we have built, I am very proud of all the accomplishments. I never stop thinking about the future, even after 34 years in this business. I count my blessings to be living my dream of creating my clients' dreams.

HOW DO YOU SOURCE THE PRODUCTS, MATERIALS AND CRAFTSMEN FOR THE PROJECTS?

We have an extensive network of suppliers, vendors and trades we have worked with over the years. Building and nurturing these relationships are an important part of our success and contribute to our ability to deliver the LMD dream to our clients.

HOW DO YOU HOPE YOUR DESIGNS WILL IMPACT THOSE WHO INTERACT WITH THE SPACE?

Our designs are an experience — very luxurious creations in their complexity with a myriad of layers, textures and colour combinations with every detail thoughtfully selected to contribute to the overall look and feel. Living in our spaces becomes a continuous discovery of something new, sumptuous and luxurious, revealing a unique personality and interest at every turn. We provide a timeless, enduring effect with each of our design creations.

WHAT'S NEXT?

We launched our product line earlier this year, which was many years in the making, so it was exciting to see it finally come to fruition. As for the future, it's game on for our Lori Morris brand with so much more design ground to cover. ■

