Burdifilek, an interior design firm widely known for successful commercial design projects, has created remarkable spaces working closely with artisans and companies in various fields. Characterized by elegant and ornamental spaces, their works include the participation of customers by presenting stories that captivate people. Thanks to a thorough research on finishing materials, the spaces articulate one’s sensitivity with every step. The design philosophy of the firm is to embrace refinement and creative intelligence. Burdifilek was commissioned to work for major fashion brands including Dick Alencon, Holt Renfrew and Brown Thomas, who sympathized with the designers. In their successive projects, they proposed design that transcended the trends by seamlessly combining their own creative voices with refinement, and helped elevating their brand image to a higher level. They have designed spaces to suit everything from couture to cult phones to jewelries to cosmetics to appliances, etc. each product requires a different solution in an entirely different fashion. They enjoy the challenge finding the best possible way to solve that puzzle.

Tell us about your backgrounds. How did you become interior designers? Tell us the story of how your studio got started.

Paul Fife and Ergo Burdi both studied Interior Design at Ryerson University in Toronto, where we had the opportunity to explore creatively and hone our skills. After a few years in the workplace we decided to branch out on our own, founding the interior design firm Burdifilek. The firm’s success speaks to how well our individual strengths and personalities complement one and other. After 17 years of growth, the firm’s insight and breadth of knowledge extends to all facets of commercial design, having had experiences in every category from fashion apparel to real estate development and hospitality design, for both small privately owned companies and large multi-national organizations.
In there a design process that is unique to Burdifilek studios?

Our creative success has always been driven by the challenge of working with new products and new clients. We approach each assignment with an open mind and look for the unique design opportunities within each project. We try not to get caught up in preconceived ideas; we know about the brand, allowing our studios full creative exploration, and then we work from there to define the design language. We are always asking questions and challenging ourselves, trying to push each other and our clients to achieve the best possible result.

What are the shifts that inspire you with creative ideas?

Our studio is constantly inspired by things we come across in our travels and in daily life by art, fashion, artisans, technology, and by the world around us.

With each project you are creating a space that appropriately combines very diverse colours, fabrics and finishes materials. How do you handle the study of materials?

The selection of materials is always very brand and site specific. We are constantly exploring and customizing, as much of the materiality as possible, we work very closely with our suppliers to realize the studio’s vision, and challenge our suppliers to create something unique. We are always trying to push the boundaries of possibility. The material and finishes act as signature elements within the project design, unique to that client, and for that reason we need to be perpetually reinventing and exploring different options.

When you work on a space you create a controlled design so that visitors would be attracted to the products themselves than to the design details. What do you think are the most important points when designing a retail space?

Retail design should always ultimately be about the product, we strive to create environments that
enormous consumer experience and beautifully showcase the merchandise without distracting from it. We achieve this by making the functional elements within a space intuitive, guiding shoppers through a carefully orchestrated experience. We create invisible detailing that supports the large statements and also use local points to relieve circulation.

Have there been any turning points in Burdifik's history? What are the projects that provided the momentum in these moments? "At Hotel Atlantis," for example, was a very fresh experimentation that allowed you to expand into hospitality design in addition to retail.

There have been a number of events that have driven the direction of our business. Very early on, we worked with Canadian retailer Joe Mimran who then owned Club Monaco (he has since sold the brand to Ralph Lauren). Working with Club Monaco in the early 90s we were given the opportunity to expand and evolve a great brand concept and that work led us to our first New York Flagship. The second major coup came when we were invited by another iconic Canadian brand, Holt Renfrew, to design their Toronto Flagship store's main level. Despite the fact that our firm had never designed a department store, or a retail space of that scale, the company recognized our firm's creativity and skill. The results surpassed everyone's expectations and projected the firm into a new category. That project was the catalyst which expanded recognition for our firm's talent globally and ultimately lead to a number of other international projects. When we enter into the department store world, when we started working with 'W' we hadn't done very much hospitality work, but again, Starwood embraced our unique style and creativity and gave us the opportunity to design our first hotel, which will hopefully be the first of many.

What is the design market environment like in Canada? We are aware that you want to make an entry into Europe.

We have actively worked extensively in Europe, primarily focused in Germany, UK, Ireland, and Italy. The Canadian market is very design-aware, and in general, there is a respect, appreciation and support for good design across the country. We have fortunately been well-recognized as leaders in retail design and have been able to leverage that success across the US and Europe. We have always embraced working on projects around the world and would welcome the opportunity to expand our scope worldwide should the right opportunity present itself.

Tell us about the projects you are currently working on.

We are currently working with a number of well-known Canadian retailers including Simons, department store, and Bell Canada, the country’s largest mobile phone provider. We have recently completed the "Luxury Hall" in "Bloor Yorkville," a 50,000 square feet teaching and learning space, which is a wonderful and very chic university residence, hotels-inspired living by the Thompson Hotel brand values, developed by Bradburn Development.

What would you like to experiment with in the future? What are your objectives for the future?

We would love to do more hospitality design and expand our reach further into the European and Asian markets. We would also love to apply our craft to special projects, be it in gallery, museum, airplane interior... we believe the possibilities are endless!
<Thompson Residence Sales Center> is located at Thompson Development's new corporate office.

The sleek, reflective block facades of the Sales Centre attract and hold the passing eye. The interior space is carved into 3 distinct areas: the lobby, the show suite and the model suite, each detailed from a singular perspective. Corridor walls with a delicate white leather jacket, a soft introduction to the feel of the selection area, leading to the lounge area.

The lounge, in contrast, is a rich, warm and inviting experience. Basking a low level light, the space is punctuated by a custom silver-grey sectional and suspended wire art installations. The glossy black-chestnut vinyl ceiling is continued by wooden columns, stainless steel accents, polished dark and soft custom-carrara floors. Behind the lounge, the black glassed-up living room is filled with natural light. The model suite is a quiet retreat with the cafe looking out through the large glass wall.

The space exists harmoniously with its surroundings. Everything from the street, perhaps the only thing of note is the sleek, modern look. A quiet confidence sustained with a painting of bold natural forms complemented by reduced, sleek元素, a single sleekly flowing at its best.
The lounge area is luxuriously designed with a sculptural, wire-grey sectional and an acrobatic wine art installation.
Burdifilek has set a new standard in luxury hospitality with the creation of the new W Hotel Atlanta Downtown. The excitement the world has come to associate with W Hotels is reinterpreted with a vibrant sanctuary that mimics the liveliness of Georgia, while maintaining the brand’s celebrated cosmopolitan edge. Just steps away from the bustling of a busy downtown, natural elements merge with a contemporary urban playground. This imaginative Burdifilek retreat is ripe with sumptuous textures and rich tones that support innovative sculptural elements, all custom-designed by some of the most talented craftspeople in the world, including many renowned Canadian artisans. The multi-layered design reveals its hidden treasures progressively as guests move through the space, generating an undulated, art-gallery effect. Underlying hand-shaped solid walnut walls provide a rich backdrop to the entrance and lobby. Above three large reception check-in posts, a shimmering mobile, inspired by the underside of a tree canopy, features hundreds of metal leaves that float above the charcoal stone floor, reflecting subtle light. A custom-designed metal sphere installation beneath a dramatic, sculpted staircase lends even more theatricals to this exhibition. In the Hotel Living Room, a requisite live activity for W properties worldwide, Burdifilek has used unconventional materials to deliver the essential element of surprise. Boat-sculpted accents form sexy exclaves and curved seating merges with planting beds, while polished stainless steel lanterns cast a soft glow. A 6.7m water feature (at left) grounds the space, flowing from the ceiling through metal tiles to an easy reflecting pool below. The garden party continues upstairs. Sultry guest rooms and suites, in shades of mulberry, teal or indigo, reduce the senses, extending the feeling of discovery initiated on the 1st floor. Luxe custom carpeting, soft linens, opulent Makassar wood and glossy acrylics refresh the environment with a slick and provocative veneer. Sensual spa bathrooms are just made for pampering, and spacious showers with full views of the room invite inevitable slothful pastimes. All 414m of the Extravagant W suite embody the purest opulence - a total escape from reality in every way. For business or pleasure, patrons of the new W Hotel Atlanta Downtown - from the creative worlds of music, film, fashion, art, design and beyond - will embrace the rare grandeur this huge offers with open arms, and come back for more time and again. (text by Burdifilek)
비탈화의 세로 일구는 인공 비질에서 300편의 동화로 세로 일구 비질과 이성의 방향을 적극적으로 다양한 연상으로 표출한 예시다. 국립의 대표적인 연상이 있는 그림은 태극과 대표적인 대표적인 "대극"이면서도 방향이 다양한 연상으로 표출한 예시다. 국립의 대표적인 연상이 있는 그림은 태극과 대표적인 대표적인 "대극"이면서도 방향이 다양한 연상으로 표출한 예시다. 국립의 대표적인 연상이 있는 그림은 태극과 대표적인 대표적인 "대극"이면서도 방향이 다양한 연상으로 표출한 예시다. 국립의 대표적인 연상이 있는 그림은 태극과 대표적인 대표적인 "대극"이면서도 방향이 다양한 연상으로 표출한 예시다.
Burdirilek was invited to design a W Hotel Condominium Sales Center that would wow. The 500m² space needed to elicit excitement and expand the profile of the development within the Atlanta community, generate interest in the project and provide an environment that would produce sales. The signature space references the city's sophisticated modernism of the hotel, giving a sense of what living in a W Hotel property would be like, the sales center draws guests in and fully engages them, creating a complete experience from the entryway. Lavish finishes envelop visitors as the juxtaposition of rich textures, form and light create a backdrop for the unexpected. A sense of discovery is created through the use of reflective smoked-glass screens, giving a hint of what lies beyond. The grey-green marble reception desk is established with a textural polished leaf and flower motif that references the overall "urban oasis" theme of the development. Clean lines are complimented by playfully curved seating, custom carpets and glossy finishes. Black terrazzo flooring is contrasted in the dressing rooms with shiny white walls. The unexpected materials palette is designed to elicit excitement and bring out a refined sense of discovery. A richly appointed model suite showcases sophisticated finishes that echoes the sense. A fusion of custom furnishings, soft leathers, subtle textiles and careful lighting reveal an elegant sophistication that promotes to delight and comfort. Furnishings from international manufacturers such as Minotti, B&B Italia and Kela are finished and styled by Burdirilek to appeal to a discerning, design-conscious buyer. Every detail is perfectly considered to heighten the overall experience. The design of the W Hotel Condominium Sales Center projects a truly refined aesthetic, a signature space that fully engages and inspires.
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BURDIFILEK
BROWN THOMAS


Burdifilek has reconceived the last art of men's shopping at Dublin's Brown Thomas. The new Mens World Tower concourse at the 160-year-old Grafton Street retailer reveals two distinct spaces that reflect the dual-minded personas of today's gentleman, duality consciously the balance between work and play. The concept generates both a bespoke sensibility and a contemporary energy in ways befitting the intelligent, style-conscious 21st-century male. The Tailoring section embodies a classic, Old-World quality, masculinity and confidence. An understated solid walnut wall sculpture provides the focal point, mimicking the very fabrics it is highlighting. Rich Makassar ebony, custom-veneered and suede-painted walls in chocolate brown, oyster white and soothing smoky grey together lend a traditional comfort to a refined and elegant backdrop. A Contemporary zone showcases the more playful and fashion-forward wares with a panoramic, sculpted layout - creating a seamless, art-gallery atmosphere. Punctuated with vibrant, space-saving display tables and polished stainless steel, these environs are vigorous, functional and fun.

The dual architectural language and role-playing of the two spaces commingles with a new shared design denominator. Ambient cove lighting complements the unmarked ceiling, while more focused lights hold up display colours and fabric textures in their truest form. Furniture and fittings are all custom designed by Burdifilek and commissioned, such as the Vladimir Kagan sofa in the Tailoring area. Soft, espresso-brown granite flooring grounds the space. A handsome change room adopts an amusing, lacquered bento-box-like facade, secerning away the discerning international shopper for a few contemplative moments, before he emerges recharged, re-fitted, refreshed - and ready for today's modern city streets. Brown Thomas is a landmark shopping destination in Ireland, part of the Wellington Investment Group, a worldwide company specializing in real excellence. - Tony Kaplan.
여행객을 맞이하는 낭방 쇼핑의 광장이다. 다양한 드레스부터 시작하여, 크기와 모양에 따라 특정한 고객을 위한 제품을 제작한다. 점포라는 공간은 100년 된 고고한 숙련된 경력의 전문가가 맡아서 설계한다. 이 곳은 각기 고유의 발자국과 특성을 가지고 있으며, 고객의 감각을 자극하는 디자인이 특징이다. 

전형적인 뉴욕의 아파트 건물을 활용한 대형 시설로, 심심절대적으로 다양한 제품을 제공한다. 이 건물은 리모델링과 보호를 위해 설계된 공간으로, 고품질의 제품과 함께 다양한 디자인의 신발이 풍성하게 전시되어 있다. 이곳에 오는 모든 고객들은 자신의 취향과 스타일에 따라 고르는 것이 가능하다.

가격은 저렴하지만 질감은 높은 수준이며, 다양한 디자인의 신발들이 보편적으로 이용된다. 이곳은 사람들이 만나는 장소로, 다양한 문화와 스타일을 선보이는 곳이다. 

공간적 독특함은 물론, 신발의 품질과 디자인의 범위는 높아 보인다. 이곳은 신발에 대한 열정을 가진 모든 사람들에게 추천하고자 한다.
Burdifilek’s retail concept for Capezio is an experiment in progressive architecture and a departure from the formularic and typical. Walls, ceilings and floors merge into each other as a traditional sense of space is dismantled and the store becomes a sculptural installation in itself. The fixtures and accessories line the perimeter of the space in avant-garde covers which merge seamlessly with the pristine white space. The space uses pristine white and a dramatic deconstructed aesthetic to create a completely arresting sculptural installation that stops traffic, but also successfully display the fashion forward product. The floors and ceiling areas are rendered in a modern Tokyo purple, and the organic custom seating area seems to unexpectedly grow in the centre of the space looking like a curated piece of art. There are small eccentric Laude tables that ‘grow’ organically around it adding a sense of animation to the feature. The bright colour offers a dramatic counterpart to the white architectural planes of the surrounding wall and ceiling design. Drama and cutting edge modernism articulate this retail experience and the shopping site will appreciate the store’s international sensibility. 

Design: Burdifilek Design team: Diego Burdi, Paul Frick, Jerome Mendesco, Marisa Kukavica, James Kwok, Alisan Freiman, York Wu, Tom Yip Client: Capezio Spaces Location: 70 Shear street west, Toronto, Canada Built area: 1,500 square foot Photographer: Ken Rubin