



Hotel-inspired living meets outside the box design

IDC's Julia Salerno talks with interior designer, Diego Burdi of Burdifilek

When you mix the luxurious sophistication of the Thompson Hotel Group brand, with the glamour of the international interior design firm, Burdifilek, you get a signature style residence that appeals to the chic urban dweller: A well-traveled young professional who is quite design savvy.

The distinct aesthetic language of the Thompson Residences speaks to a lifestyle of hotel-inspired living. Carefully calculated, the space was designed to leave you with a sense of intrigue and challenges how a condo sales centre should look and feel. The lush abundance of the space is juxtaposed by a contemporary art gallery feel and pairs elegance with an undeniable uniqueness.

In an interview with ARIDO member, multiple award-winning interior designer, and Creative Director of Burdifilek, Diego Burdi reveals how the firm's trademark designs compliment the epitome of stylish living in Toronto.

What does interior design mean to you and how do you use that principle in your design work?

To me, interior design is creative intelligence. It evokes mood and reaction and it's important for me to create a sense of awe. As an interior designer, I can create both inspiration and aspiration at the same time and help you feel good in an environment.

When you look at our design work it is sophisticated, quiet, elegant, and it can put a smile on your face — it has a sense

of intrigue. We always try to put a few pieces in an environment that makes you wonder how that is even possible. We like to show that anything can go into design.

What spaces did Burdiflek design?

We designed the sales centre, the lobby and all of the public spaces of the Residences. We also created a colour, finish, and furniture and art palette that allows the homeowner to infuse their identity into their personal environment. It's about what makes them feel at home and gives them their own design voice.

What is the inspiration behind the design?

The environments behind what the Thompson Hotel Group portray are inspiring in that they strive to push the envelope to define world-class design and inspired lifestyles. There's a lot of history behind the brand that we were able to use as a point of reference. It's about scale, form, sculptural elements, and subtle colours that evoke aspiration.

What did the client have in mind for the design?

They wanted an evolution of the Thompson brand. It was about creating something appropriate for the demographic and the streetscape, yet unique enough to stand as a landmark in



Toronto. It was a great canvass to work on because it's not your typical condo development. Because the brand is so strong conceptually, it evolves depending on what city you're in.

What is your favourite aspect of the space?

The volume is unbelievable. The main floor is grand and spacious and it gives you an amazing sense of arrival. It has an amazing art installation and feels as though you are walking through an art gallery.

What is your favourite part about being an interior designer?

I am very fortunate because I work on projects all over the world. I have many different canvasses, so from a creative point of view, I never have a boring day! Design allows me to influence how people will use an environment.

Does the space have longevity?

Yes — it's very important. Trends are appropriate depending on the project at hand, but that's not something that I would play with at the Thompson. We like to blend the fluidity of design with elegance and polish to transcend fads or trends.

What is the user experience? How is this achieved?

Your experience starts at the street line and goes all the way to the top of the building. We tried to compliment the architect's vision and work with the landscape architect to see how the three design disciplines could envelop the spaces to make them cohesive. The lobby is this amazing transitional space that pulls you to the vertical circulation and eventually to your own environment. I didn't want the lobby to feel like the proverbial living room because it's not *your* living room.

