



What Matters | Winter 2023

IT'S BEEN 30 YEARS FOR BURDIFILEK! It all spiraled upward very fast with so many projects, creations, and ideas. We look back with so much gratitude to everyone involved, from our passionate team of designers to our visionary clients and thank them for their unwavering dedication and tireless efforts in providing the tools to design unique and memorable living environments.

Life has its twists and turns, sharp edge, or a soft edge, for 2023 we can only hope and wish you all a smooth and magical climb.

Our firm is looking forward to our continued ascent. We are growing and expanding with exciting new projects from around the globe. We currently have ongoing retail projects from department stores to standalone boutiques in Europe, Asia and North America, multiple luxury condominiums, private residences, and a yacht.

We have compiled a curated collections of news of the past year and hope you will enjoy the read.

Sincerely yours,

BF

GALLERY RESIDENCE



CELEBRATING 5 YEARS IN THE MAKING! After many years of hard work, Gallery Residence was finally unveiled. This forever home was conceived for an empty-nester couple in Toronto. The client had lived through various design moods over the years and were ready for a new language. A quiet, elegant, and confident envelop was created as a backdrop for family gatherings, philanthropic events and to display the client's contemporary art collection. The splendor is all in the details, the exquisite materiality, and the poignant craftsmanship. For your visual pleasure you can see the entire project in this month's issue of Harper's Bazaar Interiors or Attitude magazine.

GOODMAN BLOOM RESIDENCE



BALANCING ACT. Never stopping pushing boundaries and taking new ventures. Our team took on another residential project. This time the client, a textile designer by trade, was looking for a new interior design for their Georgian-style family home. Her wish was to remove the busyness of patterns and colors of her daily environment and create a paired down look and feel. Our design team focused on architectural geometries, proportion, and balance, with an emphasis on calming neutral tones and natural finishes. The overall effect is a luxurious sense of warmth and calm serenity. A space of inspiration and belonging where minimalism leads to simple beauty.

THE HYUNDAI



PEEK A BOOM. As retailers fight to stay relevant and find ways to activate their spaces in a meaningful way and to promote social engagements and exploration, more and more of our clients have tasked our studio to create interesting architectural envelop for their department stores. Hyundai Daegu commissioned BURDIFILEK to design the main atrium of their Daegu store. The space encompasses window openings, balconies and is adjacent to the main escalators. The brutalist inspired architectural envelop was made of a custom metal spray and hand finished material. The space adopts the form of an art Gallery and can be morphed into an events space. Until Spring 2023 a fantastical inflatable sculpture “Waterfall Arches” by French artist Cyril Lancelin, will live in the space creating a stark contrast with the architectural landscape and transforming the space in a playful and interactive way.

FREDA'S



A NEW ADDRESS. To celebrate its rich history of 50 years in fashion, FRIDA, a family owned business hired BURDIFILEK to re-imagine their new retail space on Elm Street in Toronto. The gallery-like boutique opened in September 2022 and reflects the brand's evolution towards a more modern and contemporary look and feel while drawing on its classical and refined elegance in culture of fashion. Our team created an environment where sharp lines, simple form and a subdued palette allows the various collections to shine.

THE
HYUNDAI



THE SUCCESS OF HYUNDAI SEOUL. Our firm is enjoying the rewards of this project. We are honored to say that The Hyundai Seoul was widely published in more than fifty publications and won numerous awards including the special prize, Interior World 2022 Prix Versailles. BURDIFILEK was fortunate to have the opportunity to design three luxury floors including the vast atrium of this landmark. The concept addressed the needs of an emerging generation of customers in search of a more experiential shopping environment. Our studio created each floor around a unique design language evoking elements of nature in various form as if walking through a sculptural garden. The idea was to push the limits beyond department store language moving into what the future of retail should look and feel like.

MACKAGE



FROM LOCAL TO GLOBAL. For the last decade we have had the honor to create interior concepts for the luxury outerwear brand, Mackage and continue to expand and collaborate on the evolution of this emblematic house. 2022 was a big year with the design of four stores and a new concept to reflect their newest ready-to-wear collection, with one location in New York city, two in China and a fourth one on the “très chic” rue Saint- Honoré in Paris!