

CM

Condominium **MANAGER**

Fall 2014 | \$5.00

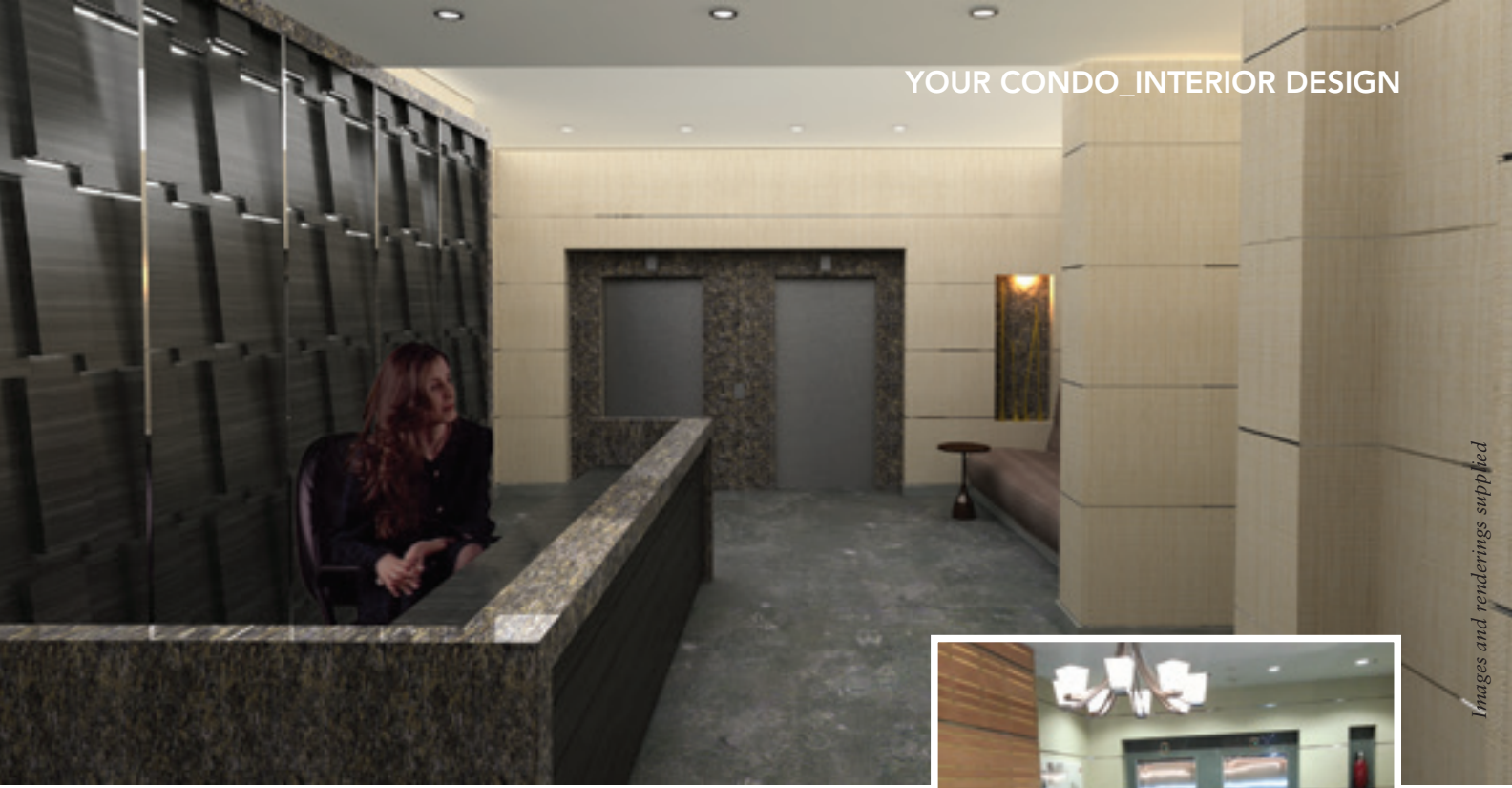
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▲ The Lotus Lobby Concept: A low profile Security Desk frames the modern entrance while monochrome granite finishings add elegance and focus to the reception area.

Lotus lobby before. ►



Images and renderings supplied

Perspective Renderings

The Future of Design Today



Sharon Nease

By Sharon Nease



Anita Wiklém

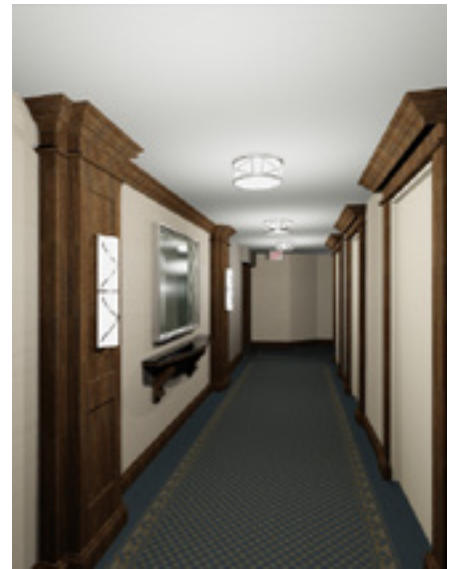
We've all heard the expression "A picture says a thousand words." And this has never been more important than when it comes to the world of interior design. Anita Wiklém, Creative Director and Founding Partner of Toronto-based Wiklém Design inc. shares her know-how on how to help property managers and their boards of directors get faster buy-in for condominium re-designs. Recognized for creating living spaces that are breathtakingly beautiful and truly functional, Anita told me how she helps turn concepts to reality – on time and on budget.

SN: *How important is interior design to a condominium?*

AW: There is no question that beautiful interior design will contribute to increasing property values for suite owners and enhance the curb appeal for new investors. But at the end of the day there is no place like home. And a condominium is home to numerous families and individuals all under one roof. People want to enjoy their living space and be proud of where they live. Pride of ownership also means that residents will do their part to take care of the property and keep it the way they found it.

SN: *In your experience, what would you say is the number one issue property managers and their boards face when it comes to re-designing their properties?*

AW: Once the interior design firm and budget are locked down a corporation is well on their way. However, a condominium refurbishment is a large scale project with many stakeholders who have differing options to consider. The



Ennisclare on the Lake II: Before photo of original elevator lobby (left) and perspective rendering of wood millwork feature wall and elevator surrounds, carpet pattern, wall coverings and light fixtures.

biggest challenge for the property manager and their boards is to get as many people as possible to buy-in and approve the design vision in an efficient and timely manner.

SN: *What do you recommend to help make the design phase move*

smoothly?

AW: Most property managers and boards understand that too much choice can be a bad thing. Together, we work to narrow down two main concepts for resident consultation. The consultation process involves

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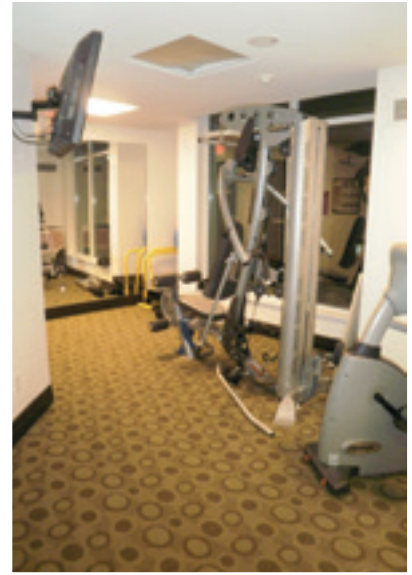
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The Lotus Fitness Area Concept: The colour blocked walls in a rich chocolate combine with the textured oatmeal-coloured flooring to create an expansive fitness area. Translucent doors allow for light and privacy. Right: Fitness area before.

showing options for the colour schemes, finishings and design components for the living space. We highly recommend investing in perspective renderings.

SN: What is a perspective rendering exactly?

AW: A perspective rendering or drawing is a three dimensional representation of an image as seen by the eye. These are computer assisted drawings or CAD as they are commonly known, that control focus, shading, contrast and detail to produce a realistic visual of a design concept, for instance of a lobby area or exercise area.

SN: Why are they so important?

AW: These drawings really help drive the decision-making process for the board of directors and ultimately the owners. In an instant, residents are given a sense of what the end state of their building could look like once the design is completed. Renderings are a huge asset because not only do they save time but they help the property manager and board manage expectations. It is wise to set aside funds in the budget up front for perspective renderings.

SN: How much do perspective renderings cost?

AW: Renderings can range in cost from a few hundred dollars into the thousands for more complex designs. The majority of projects we

work on require standard renderings and they are a significant return on investment in terms of saving time and driving consensus.

SN: You bring up a good point – can you explain why perspective renderings are a good investment? Aren't presentation boards good enough?

AW: Presentation boards are a quick and easy way to show one or two options for all the textiles that will be used for a design. Fabric swatches, carpeting, flooring, wall treatments – the boards help pull everything together so boards and residents can touch and feel the quality of the materials. But that is only half of the equation. Perspective renderings are able to show residents what an area will look like in its entirety along with the colours of the finishings. It's a realistic look at what you are going to have.

SN: Can't people use their imagination – maybe you could give an example?

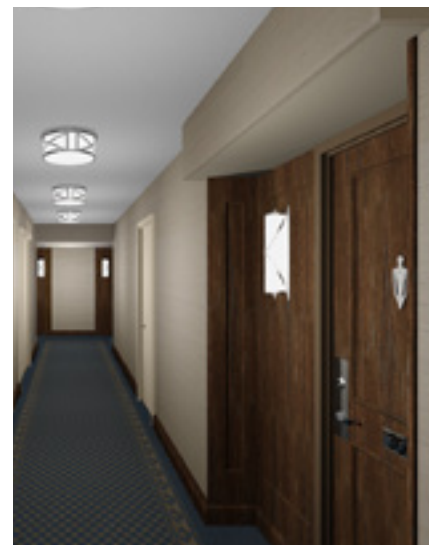
AW: It is true that many people have the ability to use their imagination to interpret what a design will look like. But the value of perspective renderings is that they take the guess work out of it. For example, I will show a client a large carpet sample that has a pattern on it. Then I will pull out a perspective rendering of their actual corridor depicting the carpet. Instantly, the client can see how the carpet pattern repeats itself and how it will work with other

wall, baseboard or door treatments we have selected.

SN: You bring a great deal of passion to your work!

AW: To me life is design in motion. If I can help someone establish their vision, turn it into reality and bring it all together, then it has been a day worth living! ■

Sharon Nease is a freelance writer. Renderings courtesy of Wiclém Design inc.



Ennisclare on the Lake II: Perspective rendering of concept corridor carpet and wall covering, suite door wood millwork and light fixtures.