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Before

Elevated status. Clever lighting, mirrors, and strong stainless accents take this cab from drab to fab.

Details of Distinction

By Sharon Nease

Marina Del Rey III, 2269 Lake Shore Blvd. West, Etobicoke

When it comes to renovating a condominium, early, clear, and continuous communication are key, believes Anita Wiklém, Creative Director and Founding Partner of Wiklém Design inc. and Wiklém Design+BUILD inc. And when her firm sat down with the board of directors at Marina Del Rey III in Etobicoke, the conversation focused on developing an updated design strategy for the 28-year-old building. Given the age of the tower, the condominium corporation was able to leverage the reserve fund budget without the project translating into higher monthly condominium fees for the owners. Notwithstanding this, the 33-storey building would, by nature of its size, mean a large ticket renovation. The board wanted to ensure that what could potentially feel like a large expense initially, would add up to increased property values. The governing principles for decisions regarding the project included Quality, Longevity, and Value.

The company set to work developing a plan with a renovation strategy that included modifying only what needed to be updated and working with existing components where possible. Successful projects start with considerations around carpet, paint, and wallpaper and move from there into details that are distinct and add to the character of the building. Partnering with the board, Wiklém Design inc. developed design solutions with forward thinking details that would expand the potential of the property – immediately and well into the future.

It is all in the details. The beauty of "sum of the parts" design: elevator lobbies and corridors are a culmination of distinct details and anchor the premises in timeless elegance.

Photo credit: Jorjas Photography

Making the Connection: The Grand Lobby hits the lights fantastic and the emphasized Concierge area lends Marina Del Rey III a bright, welcoming persona. Additional finishing touches add class and elegance in unexpected ways from the ground up.

The Resident/Visitor Journey Begins with the Grand Lobby

The entrance of the building was instantly transformed by new front doors, an investment that will add value for decades. Inside, the design team opened up the concierge wall and moved the desk forward into the vestibule (concealed in glazing) and into the Grand Lobby, creating an approachable, open area. The desk gained additional ground as a focal point thanks to lighting detail under the counter area. The Board invested in two new highly modern chandeliers, surface mounted pot lights, and wall sconces. New matte and gloss floor tiles were installed to delineate a single seating area from the rest of the lobby area and give the space grandeur and luxury.

Wiklém Design inc. recognized that replacing the outdated stonework at the lobby elevator would be costly and

Penthouse Suite: elegant details, strong corridor design and entrances are so nice to come home to.

The beauty of "sum of the parts" design: elevator lobbies and suite corridors are a culmination of all the beautiful details

time consuming. Instead, the team drew inspiration from it and were able to the earmark funds saved for other things. The gold in the existing treatment was too strong so the horizontal lines were painted over to match the stonework and create a neutral, monochromatic look. Valuing the warm gold, the colour was redeployed through the tower in various ways including metallic gold accent wall coverings, brass accents, and inlays in the tiles on each floor. Formerly, the double doors leading to the ground level terrace suites were a hazard when opening and closing. New doors were designed and installed with panes of FireLite glass making them inviting and safer to operate.

The elevator was an exercise in the layering of design details. The lobby accent tile continued into the floor of the elevator cab and an inlaid square in the light tile was flanked by stainless baseboards. Inside, charcoal frames the mirrors and espresso laminate wall panels. The board had requested an additional railing to protect the lower portion of the mirrors from damage. Not one, but two safety railings are functional and strong in their simplicity, sending a message of a strong, top-quality building.

When coming off the elevator, mood evoked by colour and texture contribute to the optimal resident and visitor experience. Solution-dyed CYP (Colour Yarn Placement) carpet has proven to be an excellent choice and was used throughout the corridors, adding movement and interest with a slight wave pattern. To save on costs, design elements from the original wall sconces were removed and retrofitted to LED.

After discussion, the board decided to purchase new suite doors. The high-quality doors and baseboards were stained in a rich charcoal to extend the palette used in the grand lobby and elevators to the suite corridors. Existing door handles, hardware, and number plates were replaced by elegant, satin finish versions. Dark granite thresholds were installed for every suite – a durable, timeless, low maintenance upgrade. Suite doors were a practical investment and will last through several refurbishment projects.

Strategic Design Delivers Results

Strategic, well-planned design elements are the sum of several, distinct "attention to detail" parts. People see the complete look – a complete, well thought-out building with original elements infused with new life. When woven together they culminate in a cohesive, integrated living experience for residents, guests, and future buyers alike.

Marina Del Rey III is a self-managed building with assistance from/association to DEL Property Management. The refurbishment was carried out by Tri-Can Contract Inc.
Interior Design by Wiklém Design inc.

The forward-thinking details of the newly reinvented Grand Lobby make Marina Del Rey III a sought-after investment.

Photo credit: Jorjas Photography