



LUXURY EXPERIENCED FIRST-HAND

Unique showroom offers whole-room vignettes

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Georgian Custom Renovations Showroom
www.improvecanada.com


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CONSUMERS WHO WANT TO RENOVATE THEIR HOMES or have a custom home built often face frustration finding the right builder for their needs. Pictures on the Web or small samples just aren't as good as seeing an actual

life-sized room. With the advent of Improve Canada, a mega-mall in Vaughan that features hundreds of stores and showrooms from builders, renovators, decorators, furniture retailers and allied businesses, that hands-on opportunity has arrived.

One business at Improve Canada that's ready to receive visitors is Georgian Custom Renovations, which specializes in luxury design in new builds, remodelling and renovations. The company has an 800-square-foot showroom that offers examples of various rooms in a home. There is a kitchen at the centre – highly appropriate, because kitchens

are the hub of homes. Other vignettes in the showroom include a boudoir, a modern bathroom, a transitional bathroom and a den. In each case, visitors can see, feel and explore a room as it might be executed in a typical Georgian Custom Renovations home.

"It's a unique opportunity to experience a completed room first-hand," says Gene Maida, the company's owner. "Homeowners can interact with a room – open drawers and see the quality of our workmanship from molding to cabinetry to tiling. They can see how they'd experience our work in their own environment." 



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The showroom isn't just a display space. Experienced interior designers are on hand to provide information about design, trends and renovation services. "We can discuss renovation dilemmas and arrange in-home consultations to explore design options tailored to homeowners' individual needs," Maida says.

Visitors to the space will see that design expertise first-hand in the vignettes. Each has been crafted to show how the company would interpret the signature aesthetics of a specific design leader: the fashion houses Chanel, Burberry, Kate Spade and Ralph Lauren, and the world-famous jewellers Tiffany & Co.

Through clever choices of materials the spaces evoke these design icons rather than being overtly literal.

Maida is so enthusiastic about the experience that his company is busy constructing a similar showroom—3,000 square feet this time—in the Castlefield Design District to cater to Toronto customers.

"This is a revolutionary concept," he says. "As I understand, Improve Canada is the only renovation showroom in Canada. This is a way to showcase what we do and to help clients build trust and confidence in our abilities. Luxury can be experienced. It's exciting."

Interacting with a completed room—being able to see a specially designed floor, to touch custom-built millwork, to try out a choice of furnishings—is a great way to find out what a talented designer and builder can do for any home. The Georgian Custom Renovations showroom at Improve Canada is an innovation that is bound to make the customer experience more informative and satisfying. ▶