
United Way of Greater Simcoe County Estate On The Bay Designer Showcase Gala and Home Tour

General Concept and Finishes Board

Design Concept

Final Design Parameters

Designer Concept Boards

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June 2009

United Way of Greater Simcoe County Estate On The Bay Designer Showcase Gala and Home Tour

GENERAL CONCEPT AND FINISHES BOARD

Issue: June 1, 2009

The following general concept and finishes board has been approved by Arch and Helen Brown for the “Estate on the Bay”. Below the visual is the written concept as it appears on the board.



Design Concept

The interior design and decoration of this spectacular waterfront home is inspired by its natural setting. Many contemporary architectural elements within the home create a connection between the exterior environment and the interior space resulting in a fundamental association that is further developed through a design and decoration transformation. Solid earth tones in rich browns and creams will create a grounding element throughout the home. The blues and greens of the water, sky, and landscape will be found on accent surfaces, upholsteries, draperies, and accessories. A split complementary scheme developed by adding orange/red to the pallet provides the level of visual interest and refinement that is required for this expansive home. Each individual interior environment shall speak with all others. The great room and lounge will display the split complementary scheme and each wing will be developed by using a monochromatic or a two hue analogous colour harmony, based on one of the three hues. As a result, collectively the interior will translate into a cohesive yet innovative split complementary scheme that succeeds in bringing into the home the colours of the land, water, and sky.

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FINAL DESIGN PARAMETERS

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Colour Scheme:

Split Complementary: Blue, Green, and Red-orange with base paint colours (earth tones can be added)

Monochromatic or analogous or accent applications: Developed by using blue or green or red-orange with base paint colours (earth tones can be added)

Locations:

Foyer, Entrance Hall, Great Room, Lower Kitchen 2, Lower Foyer, Lounge: Split Complementary

Master Bedroom Wing: Monochromatic or analogous or accent application in blues

Dining, Kitchen, Family, Breakfast, Library, Laundry, Powder Room: Monochromatic or analogous or accent application in red-oranges

Bedroom 2, 3, 4, Bathroom 4: Monochromatic or analogous or accent application in greens

Base paint colours: (no exceptions please)

Notes:

1. These colours are different than previously shown so please review.
2. The base paint colours for walls and ceilings should be applied to 60% or more of the space.
3. Overall reflectivity/luster levels:
 - Ceilings - acrylic latex flat
 - Walls and columns – acrylic latex eggshell
 - Doors, trims and previously painted cabinetry – alkyd semi-gloss
 - Limed oak – “Bark” wood finish as per sample supplied by Sue Kay & Company, Allandale Decorating Centre

Main wall finish except for free standing columns and accent walls:

Benjamin Moore, Clay Beige, OC11

Free standing columns: (great room and lower lounge room)

Benjamin Moore, Cloud White, CC-40

All previously painted wood including doors, door frames and trim, base, window trim, painted cabinets etc.:

Benjamin Moore, Cloud White, CC-40

All previously painted ceilings:

Benjamin Moore, Cloud White, CC-40

All previously limed oak except for the floor in the lower kitchen and oak cornice in the lower lounge:

Benjamin Moore, “Bark” wood finish

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FINAL DESIGN PARAMETERS(continued)

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Limed oak cornice in the lower lounge:

Benjamin Moore, Cloud White, CC-40

Floor in the lower kitchen:

To be advised by designer

Additional colour selections:

Note:

- 1 The colours listed below are recommended hues only. Designers may vary the colours depending on individual design requirements.
- 2 If accent wall colours are being applied they need to be part of the colour scheme for your area but do not need to be painted surfaces.

Earth Tones (complements to the base paint colours):

Benjamin Moore, Night Shade, 2116-10; Benjamin Moore, Willow, CC542; Benjamin Moore, Stampede, CC-540; Benjamin Moore, Brandon Beige, CC-530

Green Hues:

Benjamin Moore, Fernwood Green, 2145-40; Benjamin Moore, Grasslands, CC-590; Benjamin Moore, Mossy Oak, CC-600

Blue Hues:

Benjamin Moore, Caribbean Coast, 2065-60; Benjamin Moore, Winter's Eve, CC-844

Red-orange Hue:

Benjamin Moore, Deep Rose, 2004-10

Flooring:

Re-carpeting of specific areas. Designers will be notified if their area is to be re-carpeted.

Tiled stone floors remain. If washroom floor areas are disturbed they will need to be repaired to match the existing tiled stone floor.

Wood inlay floors in the upper dining and library remain.

Wood floor in the upper kitchen, family room, breakfast nook and hall will be refinished to match the border of the dining room floor.

Alterations to the wood floor in the lower level kitchen to be proposed by designer.

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FINAL DESIGN PARAMETERS(continued)

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Window treatment:

A common approach throughout the home in relation to window cover is not proposed. Each designer is requested to determine the appropriate covering in relation to their design concept. Windows in the great room will remain without covering.

Lighting and power faceplates/switches/sockets:

Electrical faceplates to be replaced with brushed stainless steel and sockets and switches to be black. The United Way will organize this alteration.

Door hardware/hinges:

To be replaced with brushed stainless steel. The United Way will organize this alteration.

Metal Finishes:

A brushed stainless steel finish is required for all new applications.
Deep brown or matt black refinishing of all existing gold coloured metal, except for the hardware securing the glass balustrade in the great room, is required.

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DESIGNER CONCEPT BOARDS

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Please supply a concept board that sets out your furnishing selections, colour applications and area layout.

For presentation consistencies please provide:

1. A floor plan in ¼" scale, located in the top left corner that notes all alterations to the space and all furniture/accessory placements
2. Visuals of items to be included within the space (furnishings, fixtures, appliances, equipment, millwork etc)
3. Samples of all new finishes (accent walls, new flooring if applicable, upholsteries, linens, window covering, etc)
4. The presentation concept on a firm black matt board 11" x 17", with a 1" boarder on all sides
Please place your business card/cards in the lower right corner. You may wish to use more than one board depending on your scope of work.
5. A separate 8 ½" x 11" sheet containing you written design concept
The written design concept is required to ensure that your proposal is presented correctly to Arch and Helen Brown for their approval.

The concept board/s are due at the 'Estate on the Bay' between 12:00 noon and 2:00 pm June 10th or they can be dropped off prior to the due date at the United Way offices, 136 Bayfield St. Suite 100, Barrie or at Joanne McPhail's office at Burgar Rowe, 90 Mulcaster St. Barrie.

Thank you again for your participation in this exiting United Way fundraising event. Please contact me with any questions you may have concerning this document at mmitchelmore@georgianc.on.ca. My participation in this initiative ends on June 15th. Mary Dobson will be taking over any design issues that may arise after that date.