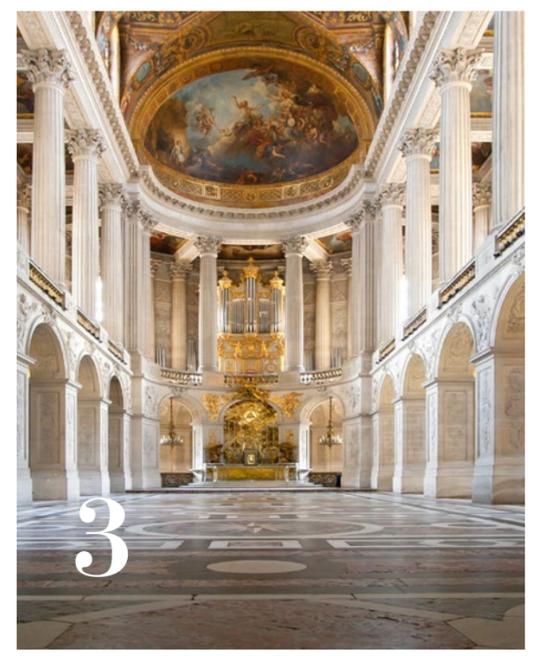






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SCAVOLINI STORE
TORONTO

1330 Castlefield Avenue
Phone 416 961-2929
www.scavolinitoronto.com

A Note from the Editor



I have always taken immense interest in architecture and the beauty of creative interior design, turning to travel as a vessel to feed my innate need to search for design inspiration everywhere I go. Through traveling and exploring the world, I've come to realize that inspiration can be found wherever your path takes you. Discovering how people around the world combine colour, texture, and form to completely transform not only how a space looks - but how it feels - serves to demonstrate the incredible power of seemingly small design choices.

Throughout my journey I've been drawn to feeding off design inspirations from the different cultures that I've been fortunate enough to experience. From France to the Netherlands, Scandinavia, and Italy, each country uses different design principles to translate their visions into unique interior design choices that reflect their culture.

Being able to make foreign flooring design styles accessible to the North American market is what drives Khayeri Curated Flooring. Whether it's the minimalistic beauty and cool hues of Scandinavia or the ornate luxury of the Palace of Versailles, flooring is the canvas upon which the rest of your home's style and atmosphere is built.

I hope that this magazine serves to inform and inspire you to make art of your space. By thoughtfully choosing features, finishes, and a few statement pieces of décor, you can craft your home's personality - telling everyone who steps foot in your space who you are, without a word.

Sincerely,

Mehran Khayeri, President

DESIGN BY KHAYERI



DESIGN BY KHAYERI

Paris's interplay – between grandeur and homiest detail, romance and history – is sewn together with such conviction, it's no wonder the city is admired by so many. Beyond the wrought-iron tower, iconic triumphal arches, and hilltop landmarks are convoluted streets brimming with cafés and scintillating conversations. Tiny round tables host one too many people. And though everyone spilling out from those tables is utterly chic, Mehran Khayeri can't help but look beyond their fabulous outfits and shoes to notice the details in the ground supporting them.

With wonder and excitement, he takes us on his journey through Paris.

A DAY IN PARIS

with Mehran Khayeri

DESIGN BY KHAYERI

DESIGN BY KHAYERI



8:00 ^{AM}

I am sitting outside East Side café in 10th arrondissement sipping on an espresso, enjoying a delicately flakey croissant. The chairs are still dewy from the overnight rain and the neighbourhood feels like a cozy village. I love waking up early when I'm in Paris—the quiet streets and soft lighting are a pleasure for the eyes. I admire the tiles, glossy from the water, abounding with intricacies.



1:00 ^{PM}

For lunch, I visit Jacques Garcia at Hai Kai to review the latest Architectural Digest. I find myself distracted by the dizzying, graffiti laden exterior and contrasting dainty interior of Hai Kai. The experience provokes visions of design inspiration and endless possibilities.



10:00 ^{AM}

I go to The Palace of Versailles every time I come to France. The height of extravagance, I notice something new each time. On this trip, I am taken aback by The Hall of Mirrors. It's not the hand-carved walls, elaborate domed ceilings or voluptuous chandeliers that have me mesmerized, it's the pattern of the Chateau and herringbone wood floors. Breathtaking. It's these awe-inspiring details I will recall later, creating my Memories of Versailles line, and the Palace and Chateau collections.



3:00 PM

Jacques and I go for a walk around The Comptoir General Concept Store— a vast African-themed bar located in former sables overrun by lush plants, whose vintage decorations call to mind a cabinet of curiosity. The floors are composed of wide, refurbished wood planks. I'm in heaven.



9:00 PM

I meet a couple of friends at Les Deux Abeilles, a sophisticated restaurant where thoughtfully inventive dishes operate like mini fireworks on your taste buds. The minimalist tomato tarte with clam foam is anything but ordinary. For the first time today, I haven't thought about flooring or design.



10:00 PM

One more glass of wine with friends and it's time to retreat to my spacious room at Les Jardins d'Eiffel.



Introducing Memories of Versailles

From Khayeri Curated Flooring

MEMORIES OF VERSAILLES

Synonymous with extravagant opulence, the Palace of Versailles is one of the greatest achievements of French 17th century art. Featuring old world European craftsmanship, each plank of Versailles hardwood flooring is an artisan masterpiece.

Custom-made in the Netherlands, this collection features the ultimate structural support with 100% Marine Birch backing topped with premium, sustainable, old-growth French White Oak. Versailles flooring provides one-of-a-kind aged radiance protected by a natural vegetable-based hard-wax oil, lending an unmistakable natural, hand-made finish. Khayeri brings the elaborate beauty and regal perfection of the French palace to the Memories of Versailles line – his most luxurious and customizable line of premium flooring.



THE PALACE COLLECTION

A display of extravagant opulence, the Palace Collection features old world European craftsmanship, each plank an artisan masterpiece. Hand-selected to favour wood with the fewest small knots, the result is a more consistent, cleaner look, with less variation between planks. Made of the finest grade French White Oak, the Palace Collection boasts extra wide and extra long planks for lavish beauty, coupled with our most refined, artisanal hand-finish treatments.

CHATEAU COLLECTION

Elegant distressing, rich texture, knots, and deep variations in tonality define the exemplary flooring of the Chateau Collection. Celebrating the natural character of hardwood, the Chateau Collection is available in both Rustic Grade and Reclaimed varieties. Featuring a true artisanal hand-finish that embodies the aged, rustic sensibilities of a storied French manor, the Reclaimed Series features three-hundred-year-old European White Oak sourced from rare historic chateaus, farm houses, public buildings, and rail roads throughout the Netherlands, Belgium, and France.

CUSTOM EUROPEAN PATTERNS

Choose from nine beautiful flooring patterns to add a touch of sophistication and old-world elegance to any room. Patterns include; chevron, herringbone, Versailles, and more.

Transform the Look of a Room with a Carpet



By guest contributor

Alan Pourvakil

W STUDIO owner

There are many ways to change the appearance of a room. Whether it's simple changes, like altering the colour scheme with different throw pillows and flower arrangements, or acquiring a few new accent pieces of décor like bold, typographic posters, it isn't always necessary to dramatically overhaul your interiors in order to freshen up your space.

Carpets are an important aspect of interior design, able to breathe life and energy into a space and transform the look and feel of a room. At W STUDIO, we consider carpets "art for the fifth wall" - after all, your floors impact the appearance of a room just as much as any wall.

Matching the carpet to your flooring is a task that requires careful consideration. I like to think of the carpet as the work of art, and flooring the frame for the art. In the art world, you would purchase the artwork, then purchase the frame to best complement it. But in the case of home decor, you must do the opposite: choose the art that best matches the frame.

In order to select a carpet that suits your flooring, I recommend drawing upon the undertones of your flooring as inspiration. Whether your flooring is cool-toned or warm-toned, pulling this undertone into your carpet is an easy yet elegant way to ensure the two design elements flow together harmoniously. Another reliable strategy I follow is choosing a carpet that incorporates the flooring colour as its accent hue.

A second design aspect to consider when choosing a carpet is whether to opt for a neutral-toned carpet, or one with a splash of colour. A carpet or rug in a neutral hue blends seamlessly into a space, not calling overt attention to itself and serving as a sophisticated canvas, allowing your furniture and accent pieces of décor to shine and stand out. A colourful carpet, on the other hand, can serve as the statement piece itself, providing stronger impact and a splash of brightness and personality.

Explore my carpet recommendations to freshen up your space, in a variety of styles and colour palettes.

1.



RIVIERA



SCANDINAVIAN NORDIC 142

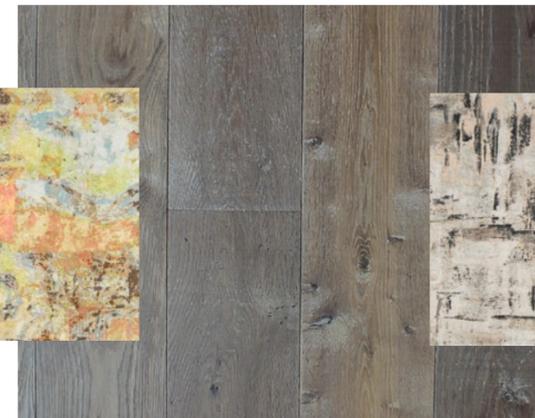


SOFT ROCK

2.



LIMELIGHT



VERSAILLES CHATEAU 271

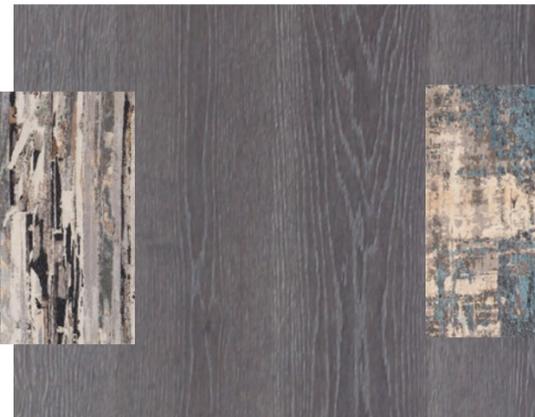


LAMIOUS EARTHEN

3.



CLIFFSIDE



SCANDINAVIAN NORDIC 172



GROVE



W·STUDIO
Artistic Carpets



Find the carpet of your dreams without leaving the comfort of your home.

With our new home-shopping service, we offer the most convenient and stress-free way to find the perfect carpet to complement your space and lifestyle.

We made it easy! Visit our website at wstudio.ca and choose the carpets you would like to view. We will then bring your selections to your home for a complimentary trial and consultation to help you make the right decision.

30 years of experience at your service.





Renovate Your Space from the Ground Up

If you've decided to renovate your home, you're probably already thinking about considerations like colour schemes, wallpaper, cabinetry, and furniture. But are you thinking about your flooring?

DESIGN BY KHAYERI



It is important to never underestimate the impact of your flooring's style and colour, and how it affects the overall look and feel of your space. Colour is the main component of how we experience the world around us. But, what may be surprising to some is the fact that the colours in our environment have a definitive effect on our mood and emotions. As you begin to conceptualize your home's interior design, make sure that you are using colours in ways that fit with the tone you want to create in the space.

Cool-toned flooring in shades of grey give a sense of relaxation and serenity. It's no wonder the monochrome look is so popular in Scandinavia - the home of minimalism and hygge (enjoying life's simple pleasures).

The use of dark tones is a bold assertion of power. Use dark-toned flooring as a statement piece to draw the eye, or consider using it to contrast against bright white furniture and accents of gold for a modern luxe aesthetic. Warm-toned brown hues bring a touch of the natural world to your home, and are ideal for spaces meant for



relaxation and coming together, like family rooms and dining rooms. Light-coloured flooring really opens up a space, bouncing natural light throughout to brighten and broaden, giving an endless, airy atmosphere. Combine with strategically-placed large mirrors and ethereal cotton curtains to maximize this open and airy effect.

It's a good idea to choose your flooring and paint colours together, to ensure you love how the hues combine and complement one another. At a glance, these two elements - your walls and your floors - will be the first thing you visually notice about a room. Another factor to consider is the width of the planks themselves. Wide plank flooring can beautifully highlight the natural grain and knots in the wood, adding a sophisticated, organic element to your living space.

Think of flooring as the blank slate of your interiors, and take your renovation as a renewed opportunity to create your room's style from the ground up.

DESIGN BY KHAYERI

Incorporating Fall Colour Trends Into Your Home

By guest contributor

Neil Johnson

Principal Designer at U31

I find it curious that people will admire spaces that use colour, but have such difficulty including it in their own homes. They see the calming tranquility of softer hues, the energy of saturated, rich tones; they know what colours appeal to them, but still, they're afraid. I admit, colour isn't for everyone, or for every space, but if it's something you want, do it.

If you aren't sure which colours to use, look to fashion to find the current colour trends. While we're still seeing rich saturated jewel tones, we're heading towards a shift in hues. Rich sapphire blues are shifting to green-tinted navys and teals. Ruby colours are warming with a touch of yellow to vibrant poppy red. Emerald green is losing its blue undertones to become a slightly fresher version of British racing green, or embodying a clear grassy hue. Vibrant yellow-golds transform into soft mustard. Magentas to warm plums or dusty rose. We're also seeing softer tones make a comeback with lush, more contemporary versions of the pastels we saw in decades past.

I would never suggest you go out and paint your entire home in a bold colour, especially if the idea of using colour makes you apprehensive. So here are some examples from our body of work which illustrate different ways you can incorporate colour.

DESIGN BY KHAYERI

1. Carpets and Cushions

The easiest and most common approach to bring colour in is with cushions, carpets and accessories. In both of these living spaces, the backgrounds have been kept light and neutral, as have the major pieces of furniture. The colour has been brought in using the area carpets and throw cushions. Ruby reds mixed with sapphire blues in the great room above; and teal with warm-plum in the living room below.



2. Art

This sitting room for one of our clients has been decorated in shades of cream and oyster. The completely neutral space becomes the perfect backdrop for a colourfield abstract over the sofa. Combined with florals, books and accessories, the space embraces colour with careful and subtle suggestion.



DESIGN BY KHAYERI



3. Darker Spaces

Darker backgrounds help ground a space and in turn root otherwise bold colour stories, almost toning them down, as evident in these two spaces. This family room (right) uses charcoal panel work and drapery, taupe upholstered walls and a heathered, tonal carpet, which grounds the strength of the sapphire blue sofa and poppy-red, modern leather chairs. Similarly, the walnut-panelled library (left) positions the orange chairs and ottomans, ensuring they don't overtake the field of vision.

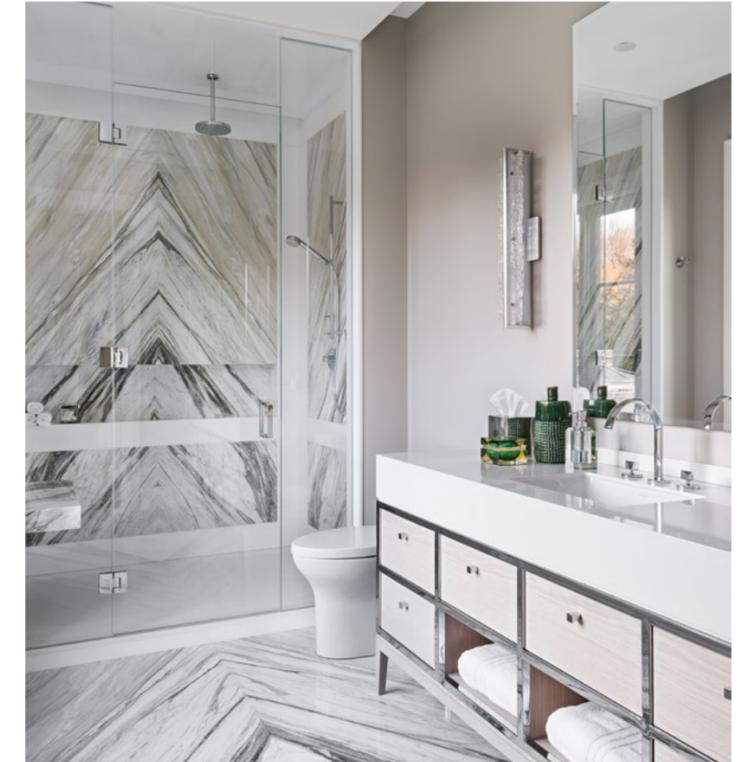


4. Colour Blocking

In both of these examples we've used a single colour, red, to create the narrative in each space. The colour is repeated, becoming the thread, or main character of the story. Though different in their outcome, both are colour blocked using red. The living space (left) having an eclectic flavour uses shades of red all over; and the home office (right) using a single shade sparingly gives it a modern, graphic quality.

5. Bathrooms

There is something to be said for a light, bright bathroom. In these two examples we've used shades of green - almost pastels - to add a fresh, clean graphic quality. In the modern bathroom (below), with its dark-honed slate floors and white walls, back-painted glass was used behind the floating vanity and on the end wall to add reflectivity and quiet interest. The graphic, book matched marble in the second bathroom (right) has subtle veins of green running through the otherwise neutral stone. Accented with green accessories the green within the marble comes to life.



6. Kitchens

Done thoughtfully, colourful cabinets can be quite wonderful but also a daunting commitment for some. If you decide to keep your kitchen cabinetry neutral, bring colour in with the loose furnishing and accent pieces. In this kitchen, we used colour on the chairs and stools to animate the otherwise neutral backdrop. A sunset-orange against the light sycamore and cream lacquer of the kitchen on the right; and poppy-red against the walnut and white lacquer of the kitchen on the left.

Introducing Memories of Scandinavia

From Khayeri Curated Flooring

MEMORIES OF SCANDINAVIA

Inspired by his travels through Norway and Denmark, Khayeri brings the distinctly Scandinavian affinity for minimalism and functionality to his Memories of Scandinavia line. Demonstrating a uniquely seamless design with sanded smooth flooring and signature no beveling, this line creates an effortless sense of balance that is both timeless and beautiful. Combining the sophistication of wide plank flooring with lightly brushed colours and two-tone design, Scandinavian serenity reigns supreme here - laying the groundwork for a transitional or contemporary sleek home.



THE NORDIC COLLECTION

Drawing upon Norway's hazy, abundant forests, the Nordic Collection celebrates nature's splendour with a unique colour selection. Hand-selected to favour wood without knots, the result is a cleaner, more minimalistic Scandinavian look, with almost no variation between planks. The extra-wide 8" planks, with the highest structurally stable core support sourced from sustainable Scandinavian & Baltic forests, come in both sanded smooth or lightly-brushed finishes to bring out the natural beauty of the wood, in the finest grade, wide plank French White Oak or European White Ash available anywhere.

THE COPENHAGEN COLLECTION

Combining balanced, minimalistic style with practicality in typical Scandinavian fashion, the Copenhagen Collection was influenced with the modern, clean design Khayeri saw there. Available in 7" wide planks and with the highest structurally stable core support sourced from sustainable Scandinavian forests, the Copenhagen Collection is available in a sanded smooth finish. Choose from premium select grade French White Oak or White Ash: the highest grade of wide plank wood on the market.

Cherishing the Ground We All Share



The Importance of Environmental Sustainability

Choosing hardwood flooring is much more than just a design decision. At Khayeri, we truly value wood as one of nature's best and most extraordinary materials, and our outstanding European-engineered white oak flooring collections directly reflect those beliefs.

Oak trees grow just one millimeter a year. Each precious tree takes an average of 180 years to reach its final growth stage – a process that spans entire generations and is a real investment in the environmental future. Engineered hardwood flooring uses rare and beautiful hardwood solely for the surface layer. In order to be environmentally-friendly, the support layer is made using a quicker growth wood – like Baltic Birch or Nordic Pine – or high-density fibreboard for structural stability. This allows all of nature's beauty to be captured while minimizing the ecological footprint.

Using the valuable wood for only the top layer allows engineered wood to cover up to five times the area of solid wood, while still using the same wood species and maintaining the ability for it to be sanded and refinished. This is why all of the products across Khayeri's collections are PEFC (Programme for Endorsement of Forest Certification schemes) and/or FSC (Forest Stewardship Council) certified. By contrast, traditional solid wood planks are made entirely from precious hardwood – at a much greater cost to the environment. But it's not just about reducing impact to the Earth's remarkable forests. Sustainability covers many categories, including protecting the air we breathe.

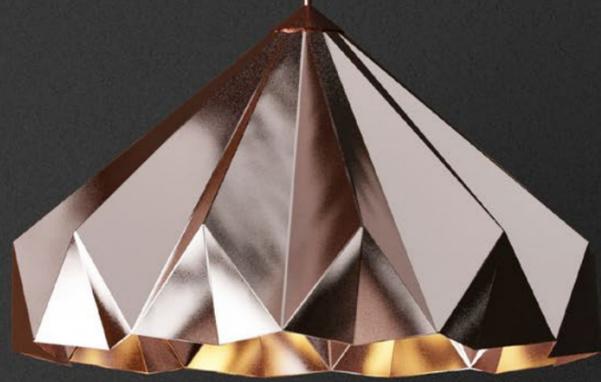
Khayeri offers many sophisticated wood finishes including natural oils, pigmented oils, and aluminum oxide finishes, amongst others. These finishes are completely VOC-free. Meaning "Volatile Organic

Compounds", a VOC-free finish means that the hardwood floor does not produce any solvents and other compounds that evaporate into the air and contribute to the formation of an unclean and unhealthy environment. From the first stages of production through to the completion of installation into your space, Khayeri values the safeguarding of natural resources and the environment.

When you or your designer are choosing the interiors and finishes of your home, it's important to look into the values and practices of companies you are considering for your hardwood flooring purchase. Khayeri is committed to sustainable practices and materials, which means you can feel good about environmental responsibility in addition to getting beautiful hardwood floors that will add value and elegance to your home for years to come. Khayeri collections are carefully engineered and produced for the North American climate, making them among the most dimensionally and structurally stable wood floors on the market.

In addition to flooring, interior designers have crucial influence on a sustainable home with reduced energy consumption through their choices in heating and lighting options. Since most of a home's heat escapes through windows, it's important that the installed windows are of premier quality and provide excellent insulation. Opaque curtains and drapes help to keep both cold air and the sun's heat outside. Window coverings, blinds, and shades enable control over your home's temperature in an energy efficient manner, allowing you to open and shut them as needed to adjust both light and temperature. Additionally, carpets are excellent thermal insulators and can retain as much as 10% of a room's heat.





Favourite Things

1. CERCAN TILE'S ACIDIC PORCELAIN SLAB

We've chosen the Cercan Tile's Acidic Porcelain Slab in Acidic Iron & Acidic Corten because they are unique design elements that tie together the rustic and contemporary in perfect harmony. They give off the oxidized metals look while lending the functionality and durability of porcelain slab kitchen counters.



PRICE: \$34.95/sf

WHERE TO ACQUIRE IT:
Cercan Tile Inc. 115 Carnarvon Street, York, ON

2. LE CREUSET DINNERWARE MATCHING PLATE SET

We chose the Le Creuset Dinnerware Set as part of our Favorite Things this issue because it acts as a design accent in your table setting. Le Creuset pieces are much more than plates and bowls for serving food - they can also be focal points on your table. Beautiful dinnerware complements your meals, sets the tone for your at-home dining experience, and expresses your personal style.



PRICE:

- Dessert/Salad Plates (Set of 4): \$120
- Cereal Bowls (Set of 4): \$80
- French Onion Soup Bow: \$35 each
- Appetizer Plates (Set of 4): \$80
- Couple Pasta Bowls (Set of 4): \$100
- Mugs: \$20 each

WHERE TO ACQUIRE IT:
Bayview Village Shopping Centre, CF Sherway Gardens, or lecreuset.ca

3. MONOGRAM 30" PIZZA OVEN

The Monogram 30" Self-Ventilating Pizza Oven is an extravagant piece that can provide you with top-notch pizzeria capabilities from the comfort of your own home.

This premium pizza oven was designed to match the capabilities of the best restaurant pizza ovens around, to help home chefs achieve a delicious, authentic slice. Perfection can be found in every aspect of the design, from the brushed stainless steel exterior to the simple touch controls.

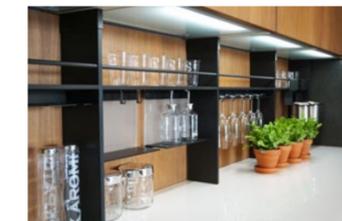


PRICE: \$16,049

WHERE TO ACQUIRE IT:
Monogram Showroom
1290 Castlefield Avenue,
Toronto, ON

4. SCAVOLINI "SETUP" SYSTEM

We chose the Scavolini "Setup" System because we love that it is an innovative way to use the kitchen's backsplash as an organizational tool. This is also a creative way to display your fancy wine glasses and other elements that you're proud of.



PRICE:

The price for this system varies based on a size and accessories.

WHERE TO ACQUIRE IT:
Scavolini 1330 Castlefield Avenue, Toronto, ON



Why a trendy international brand chose Khayeri

Scotch & Soda



Inspired by the world and curated by Amsterdam, Scotch & Soda and Khayeri Curated Flooring already shared something in common: a love of international design, with a unique and focused perspective.

When it came time for Scotch & Soda to redecorate the interiors of their 75 retail locations starting in 2016, their team of designers began their quest for the perfect luxury hardwood flooring.

Their primary objective was to find beautiful flooring that matched their upscale, trendy European aesthetic. But as a retailer, durability and long-lasting quality were other important factors to consider. When they discovered Khayeri Curated Flooring, they knew it was a perfect pairing.

Khayeri's offerings provided the high-end luxury look they desired, while also providing the durability factor. The design team ended up choosing Palace Planed 371 in an elegant herringbone pattern, from the Versailles collection, oiled with Alaska White Royal for enhanced protection.

The flooring is 10mm solid, allowing the floor to be sanded many times throughout the years due to the stores' heavy traffic, each time refreshed and renewed. The beautiful Oak Rustic flooring brings out the natural beauty of the wood, adding warmth, luxury, and timeless rustic appeal to every Scotch & Soda location that customers step foot in - a total of 7000 square metres.



Palace Planed 371
Versailles Collection



ONE BLOOR

ST. REGIS

X2

CHARLIE

MINTO SKY

ONE CITY HALL

CLEAR SPIRIT DISTILLERY
DISTRICT CONDOS

9T6 ST. PATRICK

85 BLOOR STREET

PARK AVENUE

UNPARALLELED EXPERIENCE

By 2018, 10 iconic buildings throughout the GTA were completed using Khayeri flooring exclusively.

CHOOSE KHAYERI AND MAKE YOUR HOME TORONTO'S NEXT ICONIC ADDRESS.



DESIGN BY KHAYERI

DESIGN BY KHAERI Fall/Winter 2018