



AMBIENCE PRESS RELEASE

CORPORATE: AMBIENCE DESIGN GROUP



SUSTAINABLE



WELLNESS



MULTI-USE



BRANDING



ACCESSIBLE



CUSTOM

CREATING AN INSPIRING DESIGN STUDIO

"It takes more than talent to create unique and well designed spaces. It requires good business practices, project management, quality resources and a dedicated team that hears, visualizes and accomplishes the client's goals." –Josie Abate, Principal, Ambience Design Group

WHO, WHAT AND WHERE?

AMBIENCE DESIGN GROUP is an Interior Design and Branding Firm located in Woodbridge, Ontario, Canada. The design firm provides clients with collaborative and comprehensive design solutions including Ambience Living Spaces™, their proprietary process which incorporates nature, sustainability, wellness, accessibility and branding in custom spaces to improve living.



WHAT WAS THE SCOPE OF THIS CUSTOM PROJECT?

The scope of this project was to provide Ambience Design Group with a new Office/Studio space encapsulating their new identity and branding throughout the space. The goal was to create a fresh and modern atmosphere along with a multi-functional environment in order to encourage creativity and allow for collaborative teamwork.



WHY DID THE SPACE NEED UPDATING?

Ambience Design Group required an expansion to accommodate the company's growth, thus they purchased a new space to create a design studio in. The space was one large open area that needed to be divided for reception, private and open offices, boardroom, bathrooms, kitchen and smaller meeting spaces. Ambience put a design together and developed a new brand that flowed throughout the space.

WHAT WAS THE DESIGN CONCEPT?

Modern and minimalistic with branded graphics throughout, Ambience Design Group holds a warm and elegant atmosphere. You will want to peek around the semi-circular quartz-stone wall where your eye will be drawn towards the rows of colourfully arranged fabrics. Ambience wanted the studio to be both a meeting place to entertain clients and an inspiring workspace.

WHAT ARE THE ACCESSIBLE FEATURES?

The studio accommodates wide walkways to allow space for those requiring to move around without obstruction. The main guest bathroom is also barrier-free, allowing ample space for wheelchair accessibility.



HOW WAS AMBIENCE CREATED?

When walking into Ambience Design Group, it feels like exactly what its name suggests, ambient. Upon entrance, the first thing that will catch your eye are the beautifully designed graphics on the wall. The entrance of Ambience Design Group emulates a welcoming atmosphere for clients, accomplished through the use of music, a fireplace to create warmth, and lounge seating.



WHAT ELEMENTS OF WELLNESS ARE PRESENT?

Ambience Design Group's aim was to create a workplace environment conducive to inspiring creativity and productivity. Office lighting enhances concentration using a cool white colour temperature. Bright, white walls keep the space looking fresh and allows for easier selections of samples against a blank slate. Background music creates a calming environment, and fresh flowers allow for natural elements in the space.





HOW IS THE SPACE MULTI-USE?

The space was divided into multiple uses to maximize effectiveness; an open space for collaborative creativity, a sample library, computer workstations, and a private board room with glass doors for client meetings and brainstorming. The kitchen space and large bathroom truly gives this studio all the comforts of home.



HOW ARE BRANDING + GRAPHICS USED?

Branding is a crucial part in the design concept for Ambience's design studio. The new studio was a perfect opportunity to showcase and enhance the space with branding and graphics illustrating services offered by the company. The front entrance and boardroom graphic represents the creative flow of the design team. The boardroom incorporates the slogan "Make space for Ambience" as a reminder of Ambience's belief that creativity flourishes when you make space to create. As well, televisions are located at the front entrance and boardroom showcasing Ambience's projects.



What materials were used?

Ambience plays up track lighting throughout the stretch of the place. When you venture into Ambience's interior you will see a bar height meeting table with a dark granite countertop. Four high, classic stools surround this area. Cambria stone was selected for the studio's storage counter as well as the kitchen counter. The boardroom features a custom marble table in grey and white, which is quite dramatic.



PHOTOS COURTESY OF GENNIFER BUSCEMI

Our multidisciplinary team

ABOUT AMBIENCE DESIGN GROUP

Ambience Design Group creates spaces that evoke atmosphere and improve living. We have been transforming the look and experience of residential and commercial spaces for over 20 years. We consider sustainability, wellness and accessibility in all our designs through our philosophy of Ambience Living Spaces. Our multidisciplinary team prides itself on original, elegant and thoughtful designs.