

# LORI MORRIS MAGIC

Toronto-based Lori Morris discusses her approach to marvellous interiors and bringing design dreams to life with an artist's eye

INTERVIEW BY  
AMANDA STOREY



Homegrown interior designer Lori Morris has been transforming spaces into original works of art for close to 30 years



## 1. If you had one design rule to share with our readers, what would that be?

I don't believe in rules. Because I am a creative artist, I never limit myself to using traditional colours, textures or one particular style. I can create modern homes and more neoclassical, French-inspired spaces – it's all about the client's vision and from there we provide inspiration and focus. I approach a home like an artist approaches a painting. I work by balancing the proportions and infusing key details and ultimately the space will come together like magic.

## 2. How do you first approach a new design?

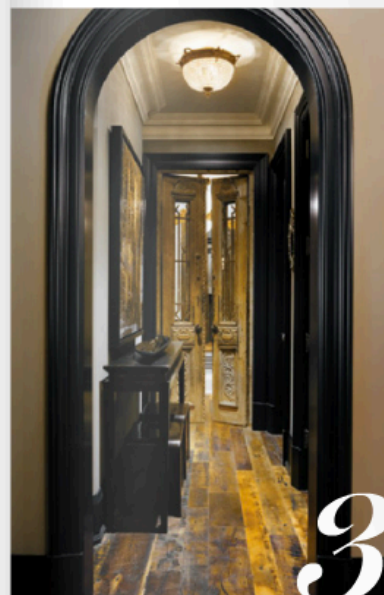
People will often think about colour first when designing a room. Colour is not significant, rather, it is style and feeling that creates the design. This could be anything from tranquil to Zen, opulent, elegant, contemporary, sexy, sumptuous or warm. I install details that emulate that feeling. Once the client's vision is understood, I interpret it into a design reality. Every Lori Morris creation is an original work of art that is unique to the homeowner.

## 3. What other factors do you consider before designing a space?

It's about taking inspiration and working with the architecture and scale of the space. Existing architecture truly sets the tone for the rest of the design, creating the canvas for colouring and process. Whether clean and simple or complex and ornate, these details need to hold up and make a statement on their own. From ceilings to archways and wall panels, I approach each element with an artist's eye to ensure they are strong, definitive and full of style.

PHOTOS BY BRANDON BARRE

WINTER 2015



## 4. From luxurious, art deco-inspired chandeliers to stylish accent lamps, your lighting tells a story in each room. Can you tell us more about how you select these pieces?

Design is about creating a feeling and lighting is one of the most essential elements. Lighting must be used correctly to establish the atmosphere and overall tone. First and foremost, you need to determine the function of the room. Will the space be used during the day or mainly in the evening? Do you want a soft, ambient glow of a lounge or a bright, well-lit kitchen? Once the function is clear, you can approach lighting as a way of incorporating original artistic elements to create a focal point within the esthetic of a space.

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## 5. You feature a multitude of textures and materials. How do you incorporate this layering to elevate a room?

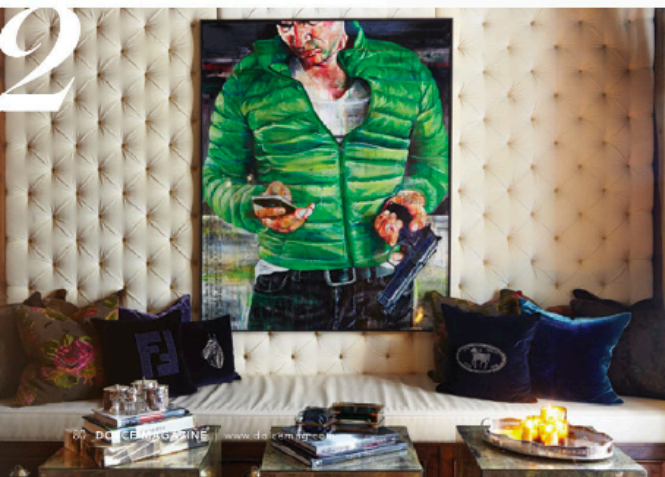
I incorporate multiple textures to create depth and to define a distinct personality. It's my signature to layer different fabrics such as velvet, suede and silk for a unique effect. For example, we are currently working on a fabulous new project that consists of carving and hand-painting original designs into leather.

Layering textures is not simply done by combining 10 different colours, styles or materials. We balance the walls with the fabrics of the sofa and the materials of the accessories to create synergistic harmony. The textural elements in a Lori Morris room tell a story and with every touch of intricate detailing, the design transcends mainstream rules.

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