

SPECIAL
EDITION
TORONTO

ONE STORY

\$5 CAD
¥500



September 17, 2022

ART | BUSINESS | DESIGN | HOSPITALITY | LEISURE | LIVING | TRAVEL | WELL-BEING | REAL ESTATE

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The Kimpton Hotel

A love letter to the cultural capital of Canada, created in honest dialog with its past and future legends.

BIRDO



The Mason Studio commissioned Toronto-based Art and Objects to curate a mix of Canadian art and murals. A hand-painted owl mural on the hotel's exterior by BirdO greets guests upon arrival.

ART IN THE HOTEL

This hotel's reception area features a hand-painted mural by artist Tisha Myles depicting a misty Toronto inspired scene.



NOSTALGIA FOR HISTORY

With a mix of bohemian spirit and expert craftsmanship, the guestrooms reflect a luxurious spirit.

FOOD & BEVERAGE



Adjacent to the Saint George, and also accessible through the hotel, is The Fortunate Fox, a hip gastropub that offers a familiar yet refreshing experience.

PET FRIENDLY



Bring Your Best Friend to Toronto! It's a dog's (or cat's, or feathery or scaly family member's) life in Toronto.

ONE CITY

Toronto, Canada



Opening essay by Lianne Hackett

First impressions count. The first impression of the Kimpton Saint George Toronto is one of arrival into the home of a fun-loving art collector with a deep love and knowledge of their city. The hotel lobby – aka the collector's living room – is seen instantly as a place where friends gather, stories are shared, and music is played. There is coffee by day and wine by night. Other hotels welcome guests in corporate lobbies, but at the Kimpton Saint George, guests are welcomed as if into a home, albeit a home with a Sonic Boom curated Canadian vinyl collection. Confidence oozes from this flagship Canadian hotel where art is heart and soul, hospitality front and centre, and location unsurpassed. The traveller, whether international, Canadian or those looking for a city home-stay [for is that not the perfect holiday?] – is welcomed by staff who are part of a team that is described as "amazing" and "ridiculously accommodating".

Guests are whisked by secure lift to their room where everything – from Chromecast on in-room TVs to yoga mats or treats for that pampered pet – has been thought through, just as would have been done if their stay was with a best friend.

From the street at night, the hotel signals its immersive

interior with an illuminated 'Saint George' sign in Braille – a nod to the icon of street-front illumination that was Honest Ed's. By day and night, guests and locals alike are drawn to the hotel by Toronto street artist BirdO's giant owl mural—perched high above the entrance, its eyes round portholes to the city skyline.

Once inside, guest check-in is enhanced by a trompe-l'œil mural by Tisha Myles in which a blue jay soars upwards from a misty landscape, the bird a clear reference to the Toronto Blue Jays baseball team. From the whimsical, softly lit atmosphere of reception, in a brilliant gear change, things ramp up in an-Insta-perfect mirrored lift lobby.





Reception

The vibe that the Kimpton Saint George set on opening of loving curation continues. No hotel chain commissions an artist to paint a different piece each day for a year to decorate its corridors; the Kimpton Saint George art consultants, Art and Objects, did just that in commissioning Jen Mann. The design vision was to tell the untold story of Toronto in all its eclectic eccentricities, evoking the different sensibilities of the city by sourcing objects from various eras and styles. The result is a chic ode to Toronto that is rooted in the city's history and forward looking in its modernity. The hotel goes above and beyond, hosting morning kick-starts and evening social hours to give guests an opportunity to meet each other: its guests anonymous travellers no longer, but now anchored in friendships made in the city. The Kimpton Saint George is a manifestation of the bohemian hipness that makes Toronto the cultural traveller's must-visit city destination, with the hotel.



Lobby

“The hotel is a tasteful melting pot of boutique luxury style and a midtown meeting place. From the warm smiles of the staff to the living room-styled lobby and on to the spacious guestrooms with their restful colour palettes and distinctive design details, there is a sense of homeliness throughout this chic retreat.

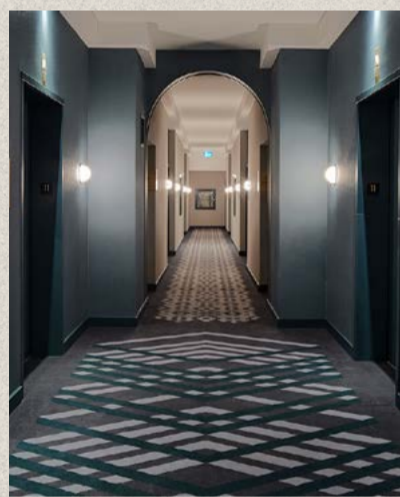
Partners in Design

A misty Toronto-inspired scene

Toronto-based Mason Studio is a design studio with a reputation for holistic work across architecture, interior design, Known for its work on residential, commercial, and hospitality projects worldwide, as well as home and lifestyle products, graphic and branding concepts for the arts, fashion, and entertainment industries, the firm has designed residential, commercial, and hospitality projects worldwide.

Tisha Myles is an Arizona born artist and designer operating out of Toronto. Upon completing her visual arts education in 2011, she embarked upon a career in film and television working as a production designer, costume designer and director. Her film work has been showcased in international film festivals such as TIFF, Cannes and Sundance. Outside of her work for film she is an established artist in various media. Thematically her work often explores philosophical dilemmas that are told metaphorically through landscapes and still life. Her illustrations have been employed by many print publications.

In leveraging design as a tool, Mason Studio aims to bring true value to a personal moment, an experience, a project, or a community in a meaningful way. The practice believes that design can make an actionable difference in people's lives. Anything that happens in an interior environment is an opportunity to improve the quality of life.



PET FRIENDLY HOTEL - FURRY FAMILY MEMBERS WELCOME

Bring Your Best Friend to Toronto

It's a dog's (or cat's, or feathery or scaly family member's) life in Toronto. There's no better place to go off on an adventure with your pet, and as long as they fit in the elevator, we can't wait to welcome them to the Kimpton Saint George Hotel. The best part is, we're not charging you extra to have them join you.

Kimpton Saint George is a pet friendly Hotel in Toronto that welcomes your pet with:

- Dog beds available upon request
- Doggy Bathroom available upon request
- Treats available at check-in
- Water bowls delivered to your room
- Courtesy bags for walking your dog
- No size/weight limit
- No limit on number of pets allowed
- No deposit or cleaning fees charged



Kimpton Saint George x Doggy Bathroom



In partnership with the Kimpton Saint George Hotel, the Doggy Bathroom, the only dog litter box for toy breeds, gives your dog the option to use their own bathroom whenever they need. Designed and made in Canada.



FOOD & BEVERAGE OUTLETS

The Fortunate Fox

Adjacent to the Saint George, and also accessible through the hotel, is The Fortunate Fox, a hip gastropub that offers a familiar yet refreshing experience. The Fortunate Fox is an elevated take on the classic pub with a menu of delectable items made from scratch and a robust selection of local craft beers and cocktails that can be paired with any dish.

ONE STORY, INTERVIEW BY PEGGY LUI

DESIGNER INTERVIEW - Mason Design Studio

How would you describe the mission of your company and practice?

At Mason Studio, we prioritize thoughtful design and are guided by our innate urge to make collective endeavour and collaborative process the way to understand how to provide the best experience possible for people who will use the spaces we design. Our unique design research method empowers us to understand the needs of each project that is entrusted to us.

What was the process of working with the Kimpton design team on the Kimpton Saint George Hotel Toronto?

It was a collaborative process to ensure that the property reflected the values of Kimpton but also create a project that is truly unique and spoke to the location. Kimpton was open to new ideas and really allowed for us to experiment. I think both teams challenged each other to create the best possible project.

What are your design principles for hospitality? Can you explain them in detail?

Our design approach for any project, be it hospitality, retail or residential, is similar. It is a

collective endeavour and a collaborative process to understand how to provide the best experience possible for the people using the space. Our unique design research method empowers us to understand the needs of the project and becomes a project charter to ensure all decisions are continually evaluated against the purpose of the project.

What makes Kimpton Hotels different from other hotels you have worked on?

The Kimpton Hotels approach of seeking to capture the essence of a geographical location is very exciting to us and presents a unique opportunity to explore the culture of a place in a way that is more subtle and nuanced, which we feel ultimately has a deeper meaning for the guests that experience the hotels.

Do you have anything exciting to share about this project?

The interior design communicates a narrative of local pride, diverse heritage and contemporary culture to create a hotel experience that celebrates Toronto's layered history and sensibilities. We brought in local designers, makers and artists to create many of the furniture, lighting and objects that are placed throughout the hotel.

Founding partners of Mason Design Stanley Sun and Ashley Rumsey

Is there a way you would define Kimpton's (Saint George) identity in design?

Similarly to what we are most excited about, the design of the hotel integrates elements of Toronto's culture and personality, giving guests a distinct sense of place. The experience of being a guest in their own well-appointed apartment.

DESIGNER INTERVIEW - Kimpton Design Team - Diana Martinez (Senior Design Director)

In your opinion, what is the Kimpton Saint George hotel's identity in terms of design and branding?

The vision for Kimpton Saint George's design is to convey the untold story of Toronto and all of its eclectic eccentricities. Mason Studio and the Kimpton design team wanted the hotel to evoke and embody the heart and soul of the Annex neighborhood while shining a light on the more intimate soul of Toronto, which residents hold close to their hearts. Details were chosen to give guests a deeper understanding of the city beyond its landmark attractions while whimsically representing the city in its design. A nostalgic take on history paired with locally-designed modern furniture, warm tones and architectural details, guide guests on their journey through the hotel spaces, much as they would in someone's home.

Are there any differences between this Kimpton hotel and other Kimpton hotels around the world?

Every Kimpton Hotel is unique: their interiors are reflective of location and neighborhood appeal and always with a sense of the residential and of bespoke collections.

Anything exciting to share about this project you can share with us?

Not only was the exterior mural commissioned with the local artist, BirdO, but the murals at the lobby level and presidential suite were also done by a local artist. Many of the pieces throughout the property were commissioned specifically for the Saint George through the art consultant Art and Objects.

Would you be able to tell us more about how art and culture contribute to the sense of place at Kimpton hotels?

Art is an exploration of different mediums and tells the story of the city and the artists that live in Toronto. The art is a layer of discovery for the guest as they walk through the hotel. We wanted to give the modern traveller a new experience through art – something they can remember and take home with them.

You mentioned the giant owl mural that was commissioned with Toronto street artist Jerry

Rugg (aka BirdO) on the façade of the building. Can you share with us the story behind the mural?

BirdO wanted to make an impact and have people stop and be wowed. Toronto is his home and where his heart is. We believe in the creative expression of how the locals see their world and we were so fortunate to have this special beacon made by the artist for this particular hotel. The beauty of the mural is in contrast to the grittiness of the brick façade. It expresses the urban context and the casual, laid back but also cool attitude of the Saint George.



Diana Martinez (Senior Design Director)

GUEST ROOMS

With a mixture of bohemian spirit and expert craftsmanship, the guestrooms reflect a luxurious spirit.

Throughout the space, millwork arches are used to guide guests, as well as to pay homage to Toronto's diverse architectural style and era.

With curved or rounded furniture, record players with Canadian vinyl, and locally-crafted decorative items, the apartment-like guest rooms showcase Torontonians culture and design. In addition to moulded walnut desks and rounded mirrors, the 188 rooms, including 21 suites, feature gold light fixtures and locally sourced art. This captures the essence of the Annex neighbourhood's heritage homes. The colour palette is meant to mimic Canadian nature with a mixture of blues, greens, greys, browns and rusts. This is practically every shade of a quintessentially Canadian Group of Seven landscape painting. Each record player comes with a new selection of Canadian vinyl.

The white oak armoires feature natural caning at the door faces and a white resin squirrel sculpture inside (to honor Toronto's famous albino squirrels).

An additional touch of luxury is to be found in Frette sheets, bathrobes, and towels. A marble vanity unit and Atelier Bloem amenities are featured in grey-tiled bathrooms.



1 King Presidential Suite



1 King Presidential Suite



1 King Premium High Floor



1 King Presidential Suite



1 King 1 Bedroom Suite

A RECORD PLAYER COMES WITH A NEW SELECTION OF CANADIAN VINYL



ABOUT KIMPTON SAINT GEORGE

Kimpton Saint George is located between Huron and St. George Streets. Walk east from the hotel to find upscale Yorkville, with its high-end retailers and trendy restaurants. Head west, deeper into the Annex, to discover a vibrant neighbourhood with an eclectic mix of arts and culture.

Address:
280 Bloor Street West,
Toronto, Ontario, Canada.
Phone: 00 1 416 968 0010

ABOUT KIMPTON HOTEL & RESTAURANT GROUP

The Kimpton Hotel & Restaurant Group, LLC is a San Francisco, California, based hotel and restaurant brand owned by IHG Hotels & Resorts (IHG) since 2015. Founded in 1981 by Bill Kimpton and led by Chief Executive Officer Mike DeFrino, the group was the largest chain of boutique hotels in the United States in 2011. It currently operates 68 hotels with a total of 13,357 bedrooms. New hotels have been announced for Indianapolis, Los Angeles,^[2] Paris, Barcelona, Frankfurt, Grenada, Bali, Tokyo, Shanghai, Hong Kong,^[3] Rotterdam^[4] and Sanya.

While most Kimpton properties are marketed under their own names as boutique hotels, the company launched two sub-brands in 2005, Hotel Palomar and Hotel Monaco. Each property has a restaurant or bar that is marketed as upscale or trendy. In 2020, Fortune magazine ranked Kimpton Hotels & Restaurants at number 10 on their Fortune List of the Top 100 Companies to Work For in 2020 based on an employee survey of satisfaction. The company also manages and operates hotels owned by other entities, under contract.

One Story is published by Merci Media Corporation
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#Issue 01
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