



Biography:

With a passion for fine art, contemporary works in particular, Heather Segreti brings her trained eye and aesthetic sensibilities to every room she touches. She approaches each home with an open mind, original perspective and fresh ideas. Known to push the envelope and encourage her clients to explore new possibilities as they journey together, Heather ensures that her interior design concepts are steeped in tradition but have a forward-thinking attitude.

Her formal design background and accredited training have shaped her refined design aesthetic. She is both highly credentialed and innately creative. She is a certified designer with memberships provincially and nationally. When Heather interviews her clients she asks the all-important question “Is this really going to challenge me creatively?” She savors projects that stretch her design abilities. Clients have the pleasure of working with Heather on all aspects of a project experiencing a close partnership just as she has with industry colleagues. She selectively aligns her firm with clients who are willing to step beyond their comfort zones, yet she fully respects their needs, wants and aspirations.

Originally from Northern Ontario, Heather found the diversity and sophistication of Toronto to be captivating during college and stayed to live and work in this urban environment. A proven master of classical and contemporary designs, she established her namesake studio more than 10 years ago after spending a decade working with commercial design practices. She relished the learning opportunity to design prominent spaces such as city hall council chambers, high-status hotels, condominiums and retail stores, which eventually led to private homes. Falling in love with the residential interior design world, she made a commitment to work exclusively in the new luxury home sector. Today her talented four-person firm serves savvy clientele throughout Toronto and other prestigious areas of the Greater Toronto Area.

An intuitive designer and highly perceptive person, Heather delves deep with her clients to uncover their wishes, dreams and specific needs. She sees in people that which they may not see in themselves and aims to design a home that reflects the nuances of its owners. Heather is passionate about the whole creative process: concepting, designing, planning and problem solving. Technologically savvy and creatively daring, Heather creates shop drawings that are elaborate and painstakingly technical to ensure accurate execution. Custom architectural elements such as a club-inspired bar or an in-home movie theater enthralls her; she selects the perfect millwork craftsmen to produce the project with optimum results.

Collaborating with architects from the outset, Heather has made her mark in a predominantly male profession, earning the admiration of colleagues. She often orchestrates the creative process, acting as primary liaison with architects, builders, contractors, lighting and landscape designers, fabricators, artisans and tradespeople to ensure harmony during home construction and design phases. Establishing trust is the foundation of her client-designer interactions and she insists on thorough communication with all involved. Elite homeowners appreciate her sincerely personalized approach and many long-lasting relationships have transpired.

Heather is the ultimate seeker of great finds; she sources via catalogs and the internet and frequently takes photographs of furniture and accessories for digital presentations. She also creates concept boards with mounted drawings, design sketches, fabric and color swatches to communicate proposed design visions. Known for more neutral tones and muted color palettes, she accents them with rich Brazilian cherry wood elements to add dramatic contrast or may punctuate a space with edgy contemporary art. Always exciting and original, her interiors possess a light touch with a nod to tradition.

A true passion for helping others achieve their dreams inspires Heather's work. She is emotionally fulfilled when the project comes to fruition as a space where memories will be made, families will gather, children will be raised. She philosophizes, "The art of interior design sets the stage for life's most treasured moments." Heather's artistic interiors have been featured in luxury lifestyle publications including *Azure*, *Dream Homes & Condos*, *Dolce Vita Magazine*, *Home and Decor*, with exemplary commissions also showcased on Canadian television's "The Decorating Challenge."

Toronto has a world-class design and cultural community and to be a part of the region's vibrant renaissance is an honor for Heather—she puts her heart and soul into each project. Poised for the next design challenge, she aspires to expand into new creative territory with her visionary attitude leading the way.