

# MOSS & LAM



Media relations / social media strategy and execution / stakeholder relations / special events

Artist studio Moss & Lam have worked autonomously and collaboratively with some of the world's top designers to create art installations, wall finishes, furniture and accessories for international luxury brands in the hotel, restaurant and retail industries as well as private residences.

Moss & Lam engaged Idea Workshop to support the company's business development efforts by providing targeted media relations strategy, social media, partnerships and profile building opportunities. Our integrated communications and business development support raises awareness and profile amongst key targets worldwide including: design, hospitality, architects and interior designers, retail focused media and influencers. Results include major profiles in publications in Asia, Europe and the US and participation in global art and design events such as Collective Design NYC, Art Basel and the Hospitality Giants symposium organized by Interior Design magazine.



**Designlines** Toronto's Ultimate Guide to Design

# / What to Buy / Moss & Lam

## Playtime Collection

Based on the idea of movement and reconfiguration, each of the pieces from the Playtime collection designed by Deborah Moss of Moss & Lam can be used as a side table and a seat. This collection was created to challenge existing notions about how we are expected to interact with our furniture.

By discarding the thinking that furniture is a static object, instead, the Playtimes invite us to be more light-hearted in our decor approach, enabling us to reconfigure a space on a whim to suit our changing needs.

Purposely keeping the shape and colours minimalistic means the Playtimes can easily integrate into a number of different spaces. Each piece is made by hand and

**INTERIORS**

in & out

## The Air Up There

By Peter Schuch

Flying first class just got even more posh, thanks to the new Signature Suite for Air Canada's top International Business customers at Toronto's Lester B. Pearson International Airport. Designed by Montreal-based Hardyng Dugastie Design Office — who has worked with Air Canada before on Maple Leaf lounges in most of Canada's main cities as well as a few international airports — together with architect Eric Major, the new suite opened on December 1st and is explicitly clear as when they'll sit in only full fare-paying International Business Class customers, including upgrades and point redemption programs.

Arrival is marked by the Air Canada logo on maple wood slats forming a canopy overhead and continuing into the reception area, and an up-lit topographic relief of Finlay Black marble enclosing a cozy baggage checkroom. Once through the reception gantry, the atmosphere is one of subdued serenity. The meandering maple screen continues down a main ramp leading to the central court: to the left, a crescent-shaped cocktail lounge; to the right, the cozy search lounge with comfortable sofa seating and custom blended carpet.

Donated by Canadian marble, polished Escarpment limestone and backlit Calcutta marble accents, notable design features include a striking centre mural titled The Place to Which We Always Return by Ottawa-based artist Gavin Lynch; a variety of works by local Montreal artists Pascale Girardin and Nicolas Kurl; and an eye-catching Claudepope freestanding mobile installation by Toronto design firm Moss & Lam, which features 950 hand-painted water-thin petals.

The 6,000-sq-ft suite, located near the international departure gates in Terminal 1, can accommodate up to 160 designer luggage-toting travellers. But unlike other lounges in international hubs that boast private relaxation rooms, polished decks or showers, this suite is more suited for those catching connecting flights in Pearson, where growing airline traffic means needing to kill a few hours between flights is not uncommon. Food is the main luxury amenity here: visitors can dine in a cafe at a full-service restaurant from a menu created by Vancouver-based chef David Harborth. The suite also features a cocktail lounge space with full service bar, hors d'oeuvres and snacks, a quiet sitting area and concierge service. Added exclusivity can be experienced in a lounge-enclosed private dining room, intended for groups seeking a little more intimacy. Its smoked glass sliding doors are cocktail with a litigee maple leaves-to-the-wind motif, an appropriately suitable nod to Air Canada. ■

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