

INTERIORS • ARCHITECTURE • FASHION • ART • DESIGN

Gray™

The DESIGN MAGAZINE for the Pacific Northwest

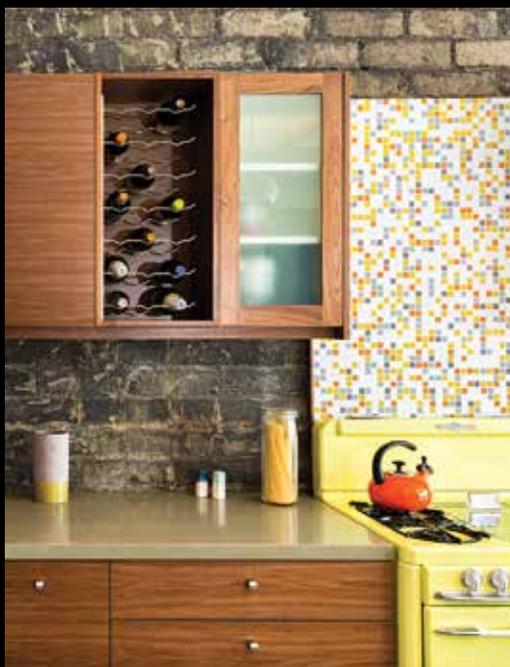
**BRILLIANT DESIGNERS,
VISIONARY PROJECTS, AND
THE BEST OF WHAT'S AHEAD**

**Hot
in
New
Next**

**SPECIAL ANNIVERSARY ISSUE
COVER BY THE PRESSURE**

A LOOK INSIDE

LEFT TO RIGHT: Beyond Beige, page 128;
Semihandmade, page 130; Postmark
Brewing, page 132.



We often see their ads, yet we seldom hear their stories.

Throughout the following promotional pages, we invite you to take a closer look inside these dynamic companies to hear their inspiring stories . . . why were they founded, what keeps them going, and what's next? Visit their websites, drop them a line, source them for your next project. And be sure to let them know GRAY sent you!

Shawn
Shawn Williams
Founder + Publisher

GRAY *presents*
BEYOND BEIGE

Q+ REISA A POLLARD

DON'T PUT **BEYOND BEIGE** IN A CORNER—SPACES DESIGNED
BY THE EVER-EVOLVING VANCOUVER INTERIOR DESIGN
FIRM ALWAYS SURPRISE AND DELIGHT.



Designer Reisa Pollard's renovation of a West Vancouver home combined elegant restraint with unexpected fun. The living room's subdued palette and sophisticated finishes play to the superstar city view (right). The kitchen is a study in shapes, with a cylindrical hood and spherical pendant light (below). The playful powder room adds a bit of drama to this refined residence (opposite).



INTERIORS PHOTOGRAPHED BY BEMOVED MEDIA



The name says it all. Beyond Beige Interior Design, the boutique Vancouver design firm founded by Reisa Pollard in 2003, is a full-spectrum studio that steers clear of the stagnation of a "signature look." While undertaking residential, commercial, and hospitality projects, Beyond Beige has always embraced the ideas that every client is different and that design should never be predictable. Pollard recently spoke with GRAY about the big picture of design.

How do you design a room to give it both contemporary spirit and staying power? I constantly look to sources of inspiration from around the world, and I try to recognize what's emerging in design so that we're constantly evolving as a firm. However, I encourage clients to stay away from an obvious trend if it has no connection, intimacy, or value for them specifically. I ask, "Can we consider something you love for a reason?" That gives the design staying power. Contemporary spirit comes from adding unexpected elements—a light fixture in a contrasting style; a colorful high-gloss finish—that save a space from predictability.

Which three things must every room design incorporate? Start out with a focal point, good lighting, and texture. During the design process, I put together the bones of a design—the big elements—and then I step back, revisit it, and ask myself how to push it further to make it better. I identify details I can add to really bring it home—usually an element that brings in edge. I love hanging abstract art in a traditional room. Or, if the room is really modern, I add a peculiar, sentimental piece to add a human element and make it warmer.

Which guiding principles have you created for your design process? I always want to push a design. It's my responsibility to listen—but then I will take you where you couldn't have gone yourself. When clients get just outside their comfort zone, that's where you create something that really speaks to who they are. I joke that I always work harder, rather than smarter: I never want to use a formula. I want to create something new each time. ✨

beyondbeige.com

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