

Shopping Etc: Statement Design

Check out Statement Design in Halifax with storeowner and architect Ray Frizzell.

By Helen Racanelli

Ray Frizzell gives us the scoop on new trends



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We love the modern design at this **Halifax** shop on ever-hipper Agricola Street. Here's our interview with Statement Design (statementdesign.ca) owner Ray Frizzell. He gives us the exclusive scoop on how to pick sofas and his fave neutral paint colour. Plus, he dishes on what trends are coming up for fall and more.

Style at Home: Tell us about Halifax's edgy Agricola street, and why you opened there?

Ray Frizzell: Statement opened its doors three-and-a-half years ago in the north end of Halifax on what is proving to be an emerging neighbourhood for arts and culture, though the street had been written off by many. The goal of Statement is to provide an alternative **furniture** shopping experience based on unique product that is classic, for the most part contemporary, stylish and with service that helps makes the selection of home furnishings a fun one.

SAH: What do you carry?

RF: We carry product in various categories such as upholstered, dining and **bedroom**. We strive to offer as much Canadian designed-and-manufactured product as possible and try to gain exclusivity on lines whenever possible. Our look is current without being a slave to trends, rather, encouraging our clients to discover their own style.

SAH: What's your design background?

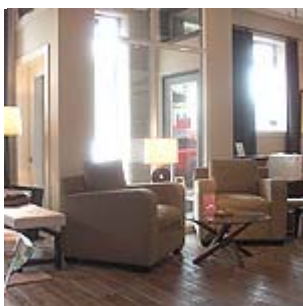
RF: My background is in design and marketing. I graduated with a Masters in Architecture from Dalhousie in 1990. I worked in design, marketing and management since that time before opening Statement.

SAH: In what direction will interior design head for fall and winter?

RF: Warm and cozy are natural directions for this time of year. I see luxurious and sumptuous textures, hand-oiled woods. In contrast to the openness and airiness of the summer season, I think people look to feel more grounded in their homes through the fall and winter creating a feeling of security and belonging. Perhaps this is because so many of us head back to work and there is more day-to-day pressure to account for. More than this, I think with such focus on environmental issues, a real and honest use of materials [will] seem less "processed" and more natural and therefore friendlier. With this sense of materiality, I think the key to modern style is simplicity, both in form and in detail with the occasional overtly ornate or whimsical piece added for interest.

More great tips from Ray Frizzell on the next page >>

Favourite paint colours and sofa tips



SAH: How do you mix a modern sofa in a traditional space?

RF: We are often asked how best to choose a contemporary **sofa** or chair to add to a room of traditional furniture. I personally like the juxtaposition of very ornately detailed occasionals with a very simple square-armed sofa -- like a boxy tuxedo sofa. I think in these situations, simple shape and suitable scale are key as is the right fabric choice. I tend to lean to texture over pattern so as not to appear that we are trying to make a modern sofa look traditional and at the same time letting some of the more elaborate pieces be the stars of the show. In this scenario, the sofa need not draw all of the attention to itself.

SAH: Tell me some of your favourite paint colours.

RF: Beige: One of my favorite beige tones is Muffin Tan by Pratt and Lambert. It is the perfect beige in that it does not read pink, or green or yellow but stays very neutral. My entire house is in Muffin Tan with warm charcoal accent walls. I recommend Muffin Tan to everyone looking for the perfect beige. I really believe beige can be sexy. Ask Giorgio Armani. I like Nickel by Pratt and Lambert. It's like frosted glass in a paint colour.

SAH: How can we pick a sofa we'll like forever, or at least for many years?

RF: This is probably one of the most challenging parts of our business because we often are trying to help a client see what is not here. We have a variety of floor models of our favorite pieces so one can get a sense of the way it sits and see the detailing options and quality of construction but beyond that, there is imagination involved on

everybody's part. We work with each client to assess their need in a sofa and determine what appeals to them in terms of style. From there we determine the appropriate size and scale to refine the choices that would be suitable.

SAH: And how does picking fabrics work?

RF: Finally we will work with **fabrics** and detail selection such as the leg choices or cushion layout, where it is an option, to help personalize the selection to suit the space and the needs of our client. We use a lot of simple fabrics for upholstery. We find clients like the flexibility it allows for future decorating. We often suggest to clients that they view their sofa as one of the key foundation pieces in the room and therefore choose something that will not limit them in the future. This is especially true if they are likely to change their decor regularly or might be moving, such as downsizing to a condo in the future. Therefore we are often working with neutrals on larger key pieces and focus on texture and detail to make the "Statement".

[Check out this guide to shopping for accessories](#)

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