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**INTERIOR DESIGN**  
group

FOR IMMEDIATE RELEASE

**EXPERIENCE THE SLEEK, MODERN FILA LOUNGE IN THE IT LOUNGE AT TIFF  
CREATED BY DESIGNER YANIC SIMARD OF THE TORONTO INTERIOR DESIGN GROUP**

Toronto, Ontario – Renowned Toronto designer and *CityLine* design expert **Yanic Simard** of the **Toronto Interior Design Group** is designing the Fila Lounge and the Media Centre for the NKPR IT Lounge (312 Adelaide St. W.) at this year's Toronto International Film Festival (TIFF), open 10am-6pm from September 9<sup>th</sup>-15<sup>th</sup> for journalists and celebrities to surf the web, check emails and relax.

"A major Italian brand of sportswear around the world, Fila provided a wonderful source of inspiration for the design of the Fila Lounge in the IT Lounge for TIFF," states **Yanic Simard, Toronto Interior Design Group**. "Their philosophy: *"We are Fila, we have a soul"* became the focus for our design. We created a sense of balance and symmetry by mixing the old Italian feel with a new modern approach, which is the essence of **Toronto Interior Design Group's** signature brand, to ultimately give the Fila Lounge a soul. Creating a dynamic layout, adding style while mixing gold and chrome, black and white together and injecting graciousness and character with furnishing and lighting is the design approach myself and my design studio will use to create the Fila Lounge and IT Lounge."

Recognized for small space design **Yanic Simard** and the **Toronto Interior Design Group** will create a multifunctional space for work and play by transforming an office loft into a sleek and elegant space with a twist. A pop-up installation with a warm and welcoming feel, the Fila lounge embodies urban sophistication by incorporating chrome and metals with pops of colour including red and gold. White sheer fabric from **Robert Allen** will cover the walls to add both light and texture and modern chrome ceiling lights will be used for the space. For the Media Centre, **Mondial Granite & Marble Inc.** has supplied eco-glass which TIDG has developed LED backlit sleek media work stations.

"Fila is so pleased to have **Yanic** and his team from **Toronto Interior Design Group** designing the Fila space. States Kathryn Hicks, Fila Marketing Manager" His understanding of the Fila brand and ability to create a room that communicates the Fila brand message really translated into a functional and beautiful space. He truly delivered the concept we were after.

"Going into our fifth year, The IT Lounge has built a reputation for being one of the most popular celebrity gifting suites open during film festival," says Natasha Koifman, president of NKPR and founder of the IT Lounge. "Working with **Yanic** and his firm, **Toronto Interior Design Group**, the IT Lounge has become bigger and bolder than ever. Yanic has delivered a concept that is modern, fresh and innovative, while creating the ultimate brand experience for all of our IT Lounge partners. Particularly for the private Fila Suite, **Yanic** and his team have demonstrated that they truly understand Fila's brand heritage and have created an authentic experience in a distinctively Fila space."

Sponsors for the Fila Lounge include: **Robert Allen, 3M, Art Signs, Artemide, Cornerstone Toronto, D&D Floral Design, Lighting Innovative and Design, Mondial Granite & Marble Inc, Retaylor's Interiors Inc, SGI Lighting Inc, S P Marble Inc, Sun-Brite Drapery, Sunpan Imports, Talissa Décor** and **W Studio Decorative Carpet**.

About Yanic Simard and the Interior Design Group:

Designer **Yanic Simard** believes that good design and quality workmanship are the cornerstones to the art of living. **Yanic** has applied his considerable experience in the building trade – along with his creative talents – to the founding of the **Toronto Interior Design Group (TIDG)**, one of Canada’s leading design firms. A keen market observer and creative thinker, he realized that Transitional Design was the way of the future and used this as the core philosophy behind **TIDG**. At the helm of **TIDG**, **Yanic** leads a talented team of skilled professionals to create new and innovative spaces for a wide range of clients. Their design spectrum ranges from minimalist to modern and elaborate to traditional. Practicality and functionality play a vital role in the development of each project by mixing “old and new” and “high and low” to meet the client’s budget. **Yanic** is featured in many Canadian and international publications and is a recurring design expert on the acclaimed Citytv show *CityLine*.

**Yanic** is dressed by Sand Clothing – proud sponsor of **Yanic Simard** and the **TIDG**.

Visit **Yanic Simard** and **TIDG** at [www.tidg.ca](http://www.tidg.ca), on Facebook: [www.facebook.com/yanic.simard](http://www.facebook.com/yanic.simard) or follow on Twitter: [www.twitter.com/tidgca](http://www.twitter.com/tidgca).

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**Yanic Simard** is available for interviews. For additional information, hi-res images and/or interview requests, please contact:

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