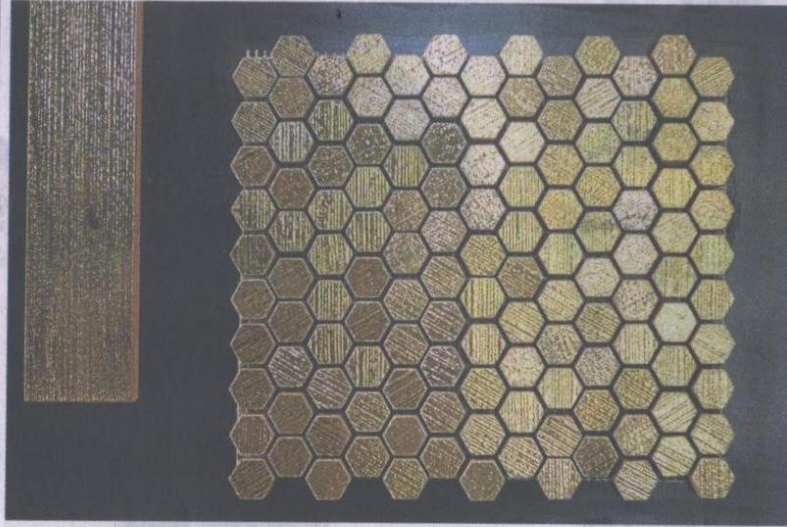


# Globe Life Style

## HOTSHOP » TORONTO



## A sumptuous floor show on King Street East

BY DEIRDRE KELLY

### SAVOIA CANADA

145 King St. E., Toronto  
416-640-7654  
www.savoia.com

Choosing tiles for the home just got a lot more exciting. Savoia Canada, a distributor of luxurious ceramic products, recently opened a stylish new showroom opposite St. James Cathedral in downtown Toronto.

Showcasing a wide range of unique offerings from Italy's GranitiFiandre, a leading man-

ufacturer of floor and wall tiles, the 4,500-square-foot outlet features hundreds of fashion-forward samples, from porcelain, granite and marble slabs to metal, glass and stone-ware lines. This is flooring that leaves you floored.

Seven international brands – GranitiFiandre, Iris Ceramica, Iris US, StonePeak, Petracor, Fabbrica Marmi e Graniti and Porcelaingres – are on offer in the store. All are top-quality names that are well known to designers and architects, but which have rarely been available directly to consumers.

Last year, Savoia hired Toronto-based Graziani & Corazza Architects to turn the old Knoll showroom on King Street East into its proposed new outlet. Principal architect Barry Graziani says his firm gutted the interior to create a retail space that dramatically showcases the product in a well-lit, open-concept environment.

"The organization of the display islands is intended to make the selection process user-friendly while still maintaining the clean, modern aesthetic that ... was essential

for Savoia, a company at the forefront of design and innovation in its field," Graziani adds. "The showroom expresses this same degree of innovation."

As an example, the space includes a full-service Miele kitchen complete with coffee stations, ovens and a refrigerator. Graziani says the amenities were included to accommodate a range of events and gatherings, including a two-day open house being planned for October.

With more than a thousand finishes to choose from in the showroom, customers could

find selecting the right tile or stone for their project a challenge. To help the process along, Savoia has installed a boardroom in a central floating glass area where they can hunker down with their designers and pore over samples.

For added inspiration, it invited a leading Italian lighting company, Martini Illuminazione, to showcase a range of contemporary lighting ideas for both residential and commercial projects.

Martini also provided the functional lighting throughout the chic new showroom.

ABOVE LEFT Savoia Canada installed a full-service Miele kitchen in its new Toronto showroom to accommodate events and gatherings.

ABOVE The stylish downtown outlet carries a wide range of unique tiles and finishes, including many that have rarely been available directly to consumers.

CHARLA JONES/THE GLOBE AND MAIL