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# LIFESTYLE™

Magazine

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BY JESSICA CINNAMON  
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# THE LANGUAGE OF DESIGN

By Jessica Cinnamon



Stephani Buchman PHOTOS

**A**s a designer, the choices I make are never just about beauty, or function, or comfort. They're usually a balance of all three, oftentimes with additional objectives layered beneath the surface.

Through strategic design, we have the ability to manipulate and transform our spaces, not just to cater to our needs but to visually adjust them as desired. At the core of this transformative process lies the concept of intentional design. It's about more than just choosing colours, patterns or furniture; it's about orchestrating an experience within a space.

Consider the concept of "experiencing" each room. A well-designed interior should invite people into the home and guide them seamlessly through it. This control over the movement within a space is a testament to the power of design. Key design elements dictate where the eye travels, how the space is perceived, and how it contributes to an overall experience.

For me when designing I consider the views from all areas of the home. It's never just about one room; it's about how all the rooms connect and communicate with each other. The flow should be cohesive, ensuring a harmonious transition between spaces. By doing so, we create a narrative that tells a story from one room to the next.

Within minutes of entering a room, we subconsciously establish an emotional connection. This is where the scientific side of design comes into play. The visual stimuli provided by a well-designed interior is instant, triggering emotional responses and shaping perceptions. The colours, patterns and forms within a space evoke specific feelings, that resonates with the occupants.

Intentional design is as much about highlighting the positives as it is about distracting from the negatives in a room. Consider long and narrow room, a common architectural challenge. Strategic design allows us to visually expand the space and make it more inviting. Lighter colours, purposeful furniture placement and the clever use of mirrors can create an illusion of width, transforming into a distinctive feature. Similarly, low ceilings, once perceived as a limitation, can become an intimate and cozy feature with the right lighting fixtures and vertical design elements

Oversized rooms, on the other hand, may feel overwhelming. Design principles allows us to divide these spaces into zones, through the use of furniture groupings, lighting, with each area serving a specific purpose.

The language of design allows us to converse with our spaces, transforming challenges into opportunities and crafting intentional environments. It's a science and an art, creating a symphony of visual stimuli that instantly connect us emotionally to the spaces we inhabit. By approaching design with purpose, we don't just decorate; we curate experiences that reflect who we are and how we want to feel in our homes.

**Jessica Cinnamon is the Principal Designer and founder of Toronto based Jessica Cinnamon Design Inc. They provide complete bespoke residential design services throughout Toronto Ontario, the GTA, Cottage Country, Chicago, and Los Angeles.**  
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