

[DESIGN]
HOME

BRIGHT VISION

DESIGNER YANIC SIMARD BRINGS HIS TORONTO-NURTURED INDIVIDUALISM TO A SUNNY PIED-A-TERRE IN SOUTH BEACH.

By Drew Linsky | Photography by Robin Hill

Like many of his fellow urban Canadians, Yanic Simard makes the annual winter pilgrimage to Miami to escape his country's brutal cold. But few feel so passionate about their residences here that they've named their pets after them. Yet Simard, a major TV personality back home, did just that, and now his beloved dog must answer to Mia (short for Miami).

Simard is the principal designer of the award-winning Toronto Interior Design Group (tidg.ca) and a regular guest expert on the No. 1 Canadian talk show, *Cityline*. Toronto is where he made his name and career after he decamped from Quebec, but it's clear Miami has his heart. "I traveled to Florida a lot with my family as a child and always felt a special connection with Miami," he says. "Two things that always keep me coming back are the Spanish/Cuban culture and the art-deco character. It's also a quick and easy, no-fuss flight. Mia and I just hop on the plane, and three hours later, we're here!"

Simard's condo is located on Miami Beach—"just steps from the ocean!" he exclaims, his camera-ready smile flashing—so when planning the design for it, he was not about to distract anyone from his ocean vistas. "For all of my projects, inspiration comes first, and then it's about the selection of finishes and furnishings," he says. "From the inspiration comes a vision, and once the vision is there, it's important to stick by it. The incredible view of the ocean was the focus and the first thing I wanted people to notice when they walked in, which is why I kept the interior palette monochromatic with a mix of creams, whites and woods, including hints of transparent acrylic."

Simard thus became his own client, and the lessons of the Toronto Interior Design Group informed the mission. "My firm works with the philosophy of creating dream interiors for our clients based on an aesthetic of richly layered rooms that blend serious style and playful individualism," he says. "I used this philosophy for my own home too." For example, the modernist Italian sofas represent the former, with the side-by-side trio of oblong wall mirrors standing in for the latter.

"I do admit I like to add a couple of pieces from my own Yanic Simard Selected home decor collection when I can," he says. "[For me], it's all in the finishing details."



WHITE ON TARGET
A neutral palette that lets the ocean views speak for themselves rules in Toronto designer Yanic Simard's South Beach apartment. Clockwise from top: White and cream tones make the living room inviting; the designer in the residence's kitchen; a view into the cozy master bedroom.

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