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FALL 2020

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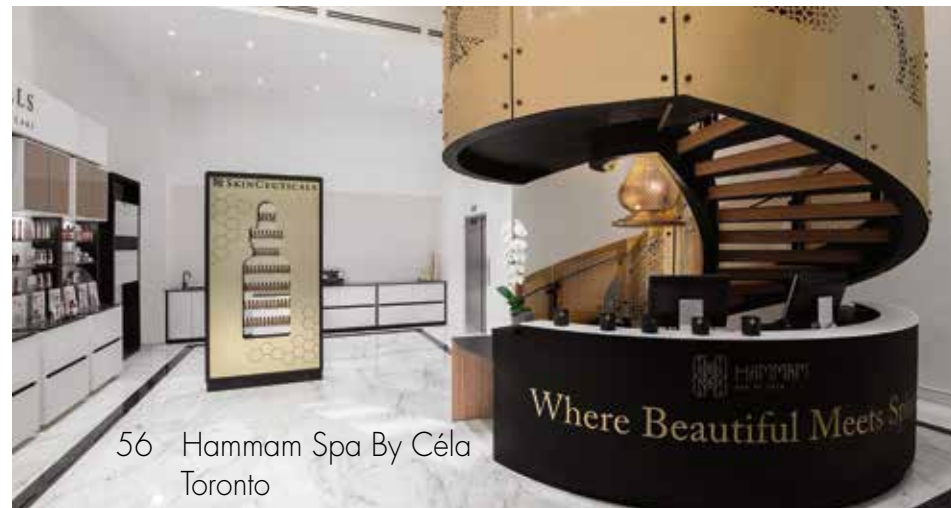
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FROM THE PUBLISHERS

Welcome to the Fall 2020 edition of Forum Magazine.

Talented architect, Bill Hicks needs no introduction. He has designed many of the majestic homes at prestigious addresses along Lakeshore Road in Oakville and for over 40 years. Bill and his associates have had the luxury to collaborate with incredible clients, not only here in the Greater Toronto Area but also internationally, designing and building residential estates, world-renowned golf courses, stately cottages, and commercial properties. He is a brilliant visionary who is also approachable and charismatic. His experience translates into creative and innovative possibilities for all his clients.

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Until next time,

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With residential projects ranging from 2,000 to 50,000 square feet, the firm has the capability to design any style of home from traditional to transitional to modern.

PHOTOS courtesy of Hicks Design Studio



HICKS DESIGN STUDIO



Experience translates into creative & innovative possibilities

TEXT Krista Deverson

Experience translates into possibilities. For Hicks Design Studio that experience means they can push the envelope on creativity in the most standard of projects and undertake different, more complicated projects that may not seem entirely plausible. With forty years of design experience, Bill Hicks, his partner, Jason Huether and the remaining long-term associates of the design firm, Hicks Design Studio, have the ability and

confidence to solve any design problem or concern. Their firm of about sixteen people has maintained a focus on residential design from the beginning. With residential projects ranging from 2,000 to 50,000 square feet, the firm has the capability to design any style of home from traditional to transitional to modern. Bill Hicks and Jason Huether have noticed a change in the demands of their clientele over the

years. Whereas they began doing mostly traditional style homes, the demand for either transitional homes with more modern interiors or fully modern designs has increased over the last five to ten years. This style became more popular in Toronto and has started branch out throughout the Greater Toronto area over the last few years.

However, Hicks and Huether noticed that as the demand for modern design

has grown, so has the need for aesthetic differentiation. Being so comfortable with their design ability, they began to take a different approach to the style of modern houses. With most modern homes looking nearly identical to each other, Hicks Design Studio works to create projects that push the boundaries of modern style and makes them unique to other homes of the same aesthetic. They take a different approach by using materials like wood and glass, with a goal of setting themselves apart in the design. Hicks says that there are still clients wanting very traditional homes too with French or English influences. And, with the extensive experience of the firm, they are quite comfortable working with all different design styles to create one-of-a-kind homes.

Although their focus has been on residential homes in southern Ontario, Hicks Design Studio has worked on projects across Canada and internationally, both large and small-scale. From a 30-home development in Moscow, to a palace overseas, to numerous cottages in Canada, Hicks Design Studio has the professional capabilities to tackle almost any project. Bill Hicks has noticed, in fact, that one of the impacts of Coronavirus is the increased interest in building new weekend family retreats and cottages in Ontario.

Regardless of the idiosyncrasies of a location, Hicks Design Studio has the expertise to overcome any regulatory issues and work through complicated policies to get the building project complete. With the increasing difficulty in the building approvals process, projects can become slowed down by the number of studies required, resulting in frustrations and delays. However, Hicks Design studio has the unique ability to navigate, manage, and expedite the approval and permit process for their clients. Their track record in managing the approvals process is strong and so they are often approached by clients



who know that their particular site will require more unique solutions in order to be approved. As a firm, they work hard to meet the clients wish list and make their dream builds a reality. For example, the firm works often on projects bordering Lake Ontario because they have a solid track record of working with the Conservation Authority to meet their design requirements.

Furthermore, they often are hired to take on a project management role to assist with hiring and coordinating project consultants from interior designers, to structural experts, to landscape designers, and more. The project management services they provide make the building process an easier and more seamless experience for clients

who often are busy professionals in their own right and may not have the time to oversee a project themselves.

The firm's unique way of processing approvals, where they aim to work all of them simultaneously, speeds up the process for their clients. Their expertise in this area gives them an edge on more challenging projects that require multiple approvals or municipal support. For more controversial projects, permit processes could take six months or more. Due to their skill level in working through regulations, Hicks Design Studio has the confidence to take on more unique projects. Bill Hicks and Jason Huether say that there are not too many projects that scare them away, noting that if they are confident in a project, together, they

will find a way to make it work.

While residential projects are the foundation of Hicks Design Studio's business, they have also branched out into other areas and are gaining recognition for their designs. They are the leading designer of Golf Club clubhouses in Canada and recently were retained by Capilano Golf and Country Club in Vancouver to redesign their clubhouses. Similarly, they have been working on a golf course project in Osprey Valley and another Golf destination resort in Caledon, Ontario, constructing three new clubhouses and a number of residential villas and executive retreat buildings.

Furthermore, they're working on more projects on the hospitality end of the





spectrum including a large historic hotel in Niagara-on-the-Lake, which will be one of Canada's top five star resorts and a new winery in the region that will require a major facility in the area. They also worked on a very complex project in Elora that comprised a spa, hotel, and wedding venue building.

The other development that required extensive knowledge and understanding of municipal and conservatory regulations was the new condominium they constructed on the edge of the river in Elora, Ontario. It was one of the most



unique and spectacular projects they had ever worked on because it required approvals to allow them to build right on the edge of the Grand River. However, due to the firm's solid reputation and previous admirable projects in the area, Hicks was able to garner support from the town mayor and councillors, resulting in the project approval.

Hicks says that many of their projects came because of previous residential clients that were so thrilled with the work the firm accomplished that they were curious to see what kind of results they could complete in commercial projects and places. Their reputation for developing commercial spaces into environments that are warm and welcoming instead

Hicks says that many of their projects came because of previous residential clients that were so thrilled with the work the firm accomplished that they were curious to see what kind of results they could complete in commercial projects and places.



of cold, sterile spaces, is what has increased the demand for their services in the commercial field.

Bill Hicks attributes much of his success to the development of numerous essential skills in the field. As the industry has grown and changed over the last forty years he has been in business, Bill Hicks says his firm has become a jack-of-all-trades in a sense because as an architect, one must be able to undertake multiple roles. He must be able to use the skills of a marriage counsellor, a lawyer, a politician, and a negotiator at times for example, just to be able to see a project to its completion.

While the firm has really grown and expanded their focus over the last forty years, the residential side is still their main focal point and is now led by Jason Huether, who's design skills match Bill Hicks' vision and aesthetic, after so many years of working together. Their confidence in these projects has given them a solid base to tackle other, more challenging and demanding architectural designs in different fields.

The results speak for themselves with their innovative and capturing designs that transform both residential and commercial spaces into masterpieces.



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A Success Formula in 10 Easy Steps

TEXT Catherine B. Roy

“Success is not final, failure is not fatal: it is the courage to continue that counts.”
– Winston Churchill

We are the consequence of our past and at the same time the cause of our future. This means that right now we are creating our future with our every thought and with our every action. Let’s see how.

We all accomplish goals in our personal life, in school and on the job. So I have a question for you: “Whose goals are you accomplishing?” Are these really your goals or are they imposed upon you?

For, how do we explain that 2% of the population has 90% of the wealth in the world? This is a well-known fact. Another question comes to mind: are you among the 2%?

Set your own goals and act to accomplish them or someone else will hire you to accomplish theirs! Be the part of the 2%!

What is your Goal?

It doesn’t matter where we are coming from. The only thing that matters is where

we are going. Do you know where you are going? Do you really, exactly know your way? If you do, I encourage you to proceed! But, if you don’t, I must ask you: “What is your goal?”

That is a crucial step most people don’t take time to consider. Truth is, the answer is in you. Maybe your mind doesn’t realize it yet.

Only connecting to your inner self can lead you to your true self and help you get an honest, ego-less answer to the question: “What is my goal?” When you manage to “find it out”, set is as your priority, make an action plan, decide to accomplish it and do it!

Decision Comes First

Decision is just the first step, but actions are every step after that first one.

The Missing Key without which all else Crumbles

You can learn verified practical techniques for bettering your own mind, or emotional development techniques, and then

techniques to further your intellectual skills; you can even find management tools, problem-solving tools, etc. The Internet is full of instructors. Books about self-development are all around us. But why do many of them not work?

Because the most important thing is missing: Until it is explicitly clear exactly where we should apply these techniques and how they will help, how can we know we are on the right track and that the techniques won’t just hurt us?

But first answer this: Have you set your own goals? And if you did, what are you doing to accomplish them?

If you want to be successful and satisfied, then the first thing that you must do is to set your goals. Here are 10 points to help you realize whether the goals you’ve set are the right for you.

SUCCESS FORMULA

1. You are the only one who knows what is best for yourself. Find it in you.
2. Create your own peace and find out what your desires are.
3. Make a connection with your inner self.
4. Transform your desires to goals.
5. Find out what your main goal is!
6. Set your own main goal.
7. Create an action plan, set time limit and do it! Reach it! Live it!
8. Excellence exists in you. Be the excellence.
9. Sense your feelings and listen to them. Do whatever it takes to feel good.
10. Stick to it. Act. Do it! If you fail, do it again and again. Try and try again. No one has succeeded doing something big in their first attempt.



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Are you a Leader or a Manager?

TEXT Linda Cattelan

You may be a great manager, yet not a great leader. And if you are aspiring to elevate yourself and your career, regardless of your current job level, you need to be a great leader as well.

So, let's begin by looking at some of the differences between "leadership" and "management".

Management is...

- often bestowed upon an individual through title, hierarchy, or assignment
- managing by directing, controlling, planning, organizing things, processes and people
- the transactional side of the business (getting things done)

- focused on efficiency and productivity
 - operating within shorter time horizons
- Leadership is...

- mostly earned through consistent demonstrated leadership behaviour like being a great role model
- leading people by inspiring, motivating, coaching, impacting and influencing them (even if they don't report to you)
- the transformational side of the business (making an impact)
- focused on effectiveness
- longer term focused, purpose-driven

You don't have to be a manager to be a leader. In fact, leadership can happen at any level within an organization. Leadership is about "being" a leader and demonstrating leadership qualities. Competencies such as building strong

collaborative relationships, setting an example for others, developing followership, interpersonal intelligence, maintaining composure, courageous authenticity, good decision-making skills, purpose-driven, and the ability to think critically and strategically. And while this is not a complete list of leadership qualities, what we do know is that few people are born with these qualities.

So, why develop leaders?

There is strong evidence that links leadership effectiveness to business results. Effective leaders out perform ineffective leaders. Organizations face escalating complexity requiring more leadership from their people at every level

- Building leaders is a process

No matter what your role is today, you can be a better leader in your workplace. Here are a few tips to get you started:

- Do your best work and be a star performer. Most people are just average, so with a little bit of effort you can be above average.
- Build strong working relationships with your colleagues, peers, direct reports (if you have them), and others in your circle of influence.
- Get better at managing yourself. This includes time and task management, punctuality, preparedness, as well as how you show up.
- Model the behaviour you observe and admire of effective leaders in your organization. Be a student of great leadership.
- Hire a coach to assist you in developing your leadership competencies.

Leadership develops over time with experience, coaching and training, access to good role models and mentors. You can enhance your leadership competencies and become a great leader.



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The CEO of You, Inc.

TEXT Daniel Dunoo

The Chief Executive Officer of “You Incorporated”? Sounds like a weird expression but it’s nonetheless a viable and vital concept. It is to see yourself as a company or product, which you certainly are.

The CEO of you, Inc. is essentially concerned with personal branding. When it comes to personal branding, the ultimate responsibility rests with the individual and not a second party. Personal branding is perhaps as crucial for success as much as the branding of a company or its products and services, if not much more.

Companies the world over are noted for branding and re-branding their products and services. They do so to create value, have competitive advantage and remain relevant within their chosen industries.

Personal branding is undoubtedly the way to go for professionals who desire to climb high the ladder of success in the corporate world.

Develop a Unique Sales Proposition

As CEO of you, Inc., it is essential you develop a unique sales proposition. What do you stand for? What do you want to be known for? What makes you stand out from the crowd? What image of you do you want to be etched into the psyche of your clients or potential clientel? In his book, “The Millionaire in You”, Dr. Michael Leboeuf notes that the purpose for a unique sales proposition is to set you apart from those who do similar work.

He provides practical advice on the route to take: “Look at your work through the eyes of those who hire you. What do they value most when they hire someone like you? What problems do they want you to solve? What can you do better than anyone else? Take the answers to those questions and write a short, original statement, phrase or word that tells people why you are the person they need.” It is that simple and yet very essential. Leverage on your uniqueness.

Commit to Self-improvement

Failure to continually strive to be a better ‘you’ will be counter-productive, especially if you are involved with the corporate world and desire to be the best you can possibly be. It should be the pre-occupation of employers, employees and prospective employees to constantly engage with activities that stimulate the mind, unleash potential and sharpen competences.

It is advantageous to be on a constant look out for opportunities for self improvement. If it requires reading some self help or motivational books do so. If it requires attending seminars or enrolling for a course to build your capacity, by all means do so. Go the full length to ensure that you are better today than you were yesterday.

In his book, “Be a Sales Superstar”, Brian Tracy, a world renowned author and top sales trainer, contends that sales persons, and all employees for that matter ought to dedicate themselves to contiguous learning. He notes that, “the future belongs to the learners... The highest paid sales people spend much more time and money improving themselves and upgrading their skills than the average sales person.” So right on point!

Commit to Excellence

Excellence should be the hallmark of every professional. Mediocrity in the delivery of products and services should not be countenanced whatsoever. When assigned a task, one ought to settle for nothing short of excellence.

It was Orison Swett Marden who once proffered this advice: “Make it a life-rule to give your best to whatever passes through your hands. Stamp it with your personal character. Let superiority be your trademark.”

You do not want to be known for slackness and mediocrity. Such will be a poor brand and would inadvertently drive away clients and prospective clients. Brian Tracy also states, “The dividing line between success and failure is contained in your ability to make a clear, unequivocal decision that you are going to be the best and then to back your decision with persistence and determination until you reach your goal.” Such solid advice!

Commit to Integrity

Integrity in business is everything, someone has said. Integrity basically connotes the attribute of doing the right thing at all times and in all occasions; ethical uprightness; honesty. Professor Thomas Dunfee of the Wharton School and who was in business for nearly three decades once noted, “We need to stress that personal integrity is as important as



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executive skill in business dealings.”

Sharing similar sentiments, Warren Buffet, chairman and CEO of Berkshire Hathaway once conceded that “in looking for people to hire, look for three qualities: integrity, intelligence, and energy. And if they don’t have the first one, the other two will kill them.”

It is sad that some professional have developed the proclivity for outwitting the system and more especially their clients. In the long run, when their sordid business dealings are discovered, they lose clients and in some cases end up with lawsuits and imprisonment. Who wants to hire (or have business dealings with) a swindler?

Commit to Creating Visibility

As CEO of you, Inc., creating visibility is a must; Refusal to do so is to consign yourself to obscurity and failure. Creating visibility essentially connotes

the idea of exposure.

Placing advertisements and embarking on several other promotional campaigns are employed by companies to create visibility, with the intent of increasing their market share. Little wonder S. H. Britt once made this perceptive statement: “Doing something without advertising is like winking at a beautiful girl in the dark. You know what you are doing but nobody else does.” Dr. Michael Leboeuf shared similar sentiments when he stated that “the world isn’t going to beat a path to your door unless it knows you exist, what benefit you provide and what makes you special.” Here, social media such as Face book, Twitter and the likes become important. When an employer (or potential employer) for instance, checks your profile and posts on Face book, what will he or she see and what impression will he have of you?

What image do you create in the minds of your contacts and others who may

at one point in time or the other check out your posts? It’s horrendous how many youngsters, some elderly included, mess up their personal brands via social media. Rather than mess up or waste your time in idle chatter on social media, make a deliberate effort to ensure that your accounts, profiles and posts project a good image about yourself. See social media as a promotional tool.

You could also volunteer your services, where you desire to work for instance; this is one of the viable ways of creating visibility which will inure to your benefit in the long run.

When all is said and done, never forget that you are CEO of you, Inc. It will do a lot of good if every professional or aspiring professional takes personal branding seriously. One ought to maintain the consciousness of being a CEO of you, Incorporated and should take calculated measures to create a personal brand that will sell.



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How to position your brand messaging during COVID-19

TEXT Susan Friesen

When I say the word “brand,” what comes to mind? A corporate giant like Amazon, or the colours of a company’s logo?

Actually, brands are much more than just a visual representation, tagline, jingle or website; and it’s not just something that only the “big guys” should pay attention to.

Your branding represents the total experience of working with you.

From your website colours, to your core values, to the customer service you deliver, every touchpoint someone has with you shapes and helps define your brand messaging, whether their impression is favourable or not.

Business success often all comes down to how you position your branding.

That’s not an easy thing to do, and it takes time and consideration. You have to:

- Do a branding analysis
- Do a competitor analysis and conduct competitor research
- Identify what makes you unique and why this is a critical step
- Create your brand’s positioning statement to use on your website, social media and even at networking events
- And that’s just the beginning!

How could COVID-19 change your brand messaging?

The COVID-19 pandemic has forced us to take another look at how we’ve positioned our branding.

First, ask yourself, “What do I want to be known for during this time?” People will remember how you made them feel right now, whether that’s positive or negative. And note, people are spending more time online.

It’s estimated that half the global population is under either a recommended or a required lockdown. According to Nielsen, media consumption has increased by as much as 60% during the COVID-19 crisis.

So whether you’re creating paid ads, social media posts, blogs or website copy, your target audience is more likely than ever to see your branding.

Are you building your brand’s awareness and resonating with your customers?

Are you sending the right message, or is your brand’s voice tone deaf? You may have to change your brand messaging to fit with this “new normal.”

People are engaging with brands differently.

With many stores still closed, consumers are turning to websites to get the goods they need and want.

Because supply chains have been impacted, even essential things that consumers get in-store may be out of stock, which also contributes to people turning to the virtual world to stock up.

That means your customers are expecting a seamless online shopping experience.

Does your website navigation, imagery and text inspire confidence that their information will be secure? How fast can you respond to customer service issues?

While some of these changes may be temporary, and people will go back to shopping in stores at some point, I predict we’re going to see a permanent shift in this type of consumer behaviour.

People have had to become tech-savvy, and many are now fully realizing the convenience online shopping offers. I don’t think we’re going to see all of that tech adoption come undone once life returns to normal (whatever that normal is).

How you are brand marketing during coronavirus matters today and, in the future, and it could very well change your messaging going forward.

If you’re wondering how COVID-19 is affecting paid advertising campaign strategies, you’re not alone! And the answer is: both negatively and positively.

On the one hand, people are home more, and doing virtually everything online. But many people are reducing what they spend because they’ve lost their job or are trying to save some money to get their family through the pandemic.

How to position your brand messaging during COVID-19

Your customers are looking to you for reassurance and guidance during this time.

All of your branding messages should be coming from a place of empathy, caring and kindness. Here are 4 ways to position your brand messaging during COVID-19.

Humanize your branding.

It’s more important than ever to be human and authentic in your communications.

One great way to show the human side of your small business is by creating memorable moments that can be shared through stories.

You could create a video for social media

that features a customer’s story about an employee who went the extra mile. Or, you could focus on employee stories, so people get to know who’s supporting you through this crisis.

It’s ok to be a little light-hearted during this time too, as long as you’re sensitive to the fact that this is a trying and tragic time for many people. Be aware of what you share!

Increase your social media presence

From community initiatives you’re supporting, to changing store hours, to new services you’re offering, stay active on social.

Even if you have no news to share, keep your social media accounts updated by sharing relevant news, articles and videos from other sources.

Even a few inspirational words from you can remind people that you’re out there,

and that you care.

Create customer delight

Customer delight is about exceeding customer expectations, not just meeting them. There are many ways to delight customers, including:

- Being flexible. Don’t always say “no” just because you’ve always done it that way. Listen to your customers and be as flexible as possible to meet their needs.

- Adding a personal touch. Send an eCard or a promo code on their birthday, for example.

- Giving them something. Whether it’s a contest or a freebie tucked into their package, little surprises can go a long way.

Speak up as a leader

Nobody is going to be impressed by a generic message on your website that

says something like “We take your health very seriously,” with no examples of how, or no “face” behind the message.

Define your brand messaging, then tell people the what, why, when and how of your coronavirus plan. They’ll appreciate your honesty and transparency.

Your branding may be your only chance at making a first impression on a potential customer and that’s when we’re not in the midst of a pandemic!

Right now, people’s emotions are running high, and a brand’s blunders may not be as easily forgiven or forgotten as we’ve recently witnessed with Canadian artist Bryan Adam’s Instagram backlash.

By leading with empathy and really understanding your target audience and what they’re going through, your brand marketing during coronavirus will be authentic and truly resonate with your customers.

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BLACK TIE TRAVEL

Ultimate Journey through British History



Anglophiles, history buffs, PBS aficionados and lovers of British architecture will be salivating at the incredible UK adventure that has been created by our friends at Black Tie Travel for October 25th – November 1st 2020, with a further identical event scheduled for the Festive period.

This ‘ultimate’ journey through 1,000 years of British history is designed for 10 to 12 people who dream of walking in the footsteps of Kings, Queens, Dukes, Earls and villains alike, in this real “Game of Thrones”.

Make no mistake, whilst this privileged adventure takes in many well-known and off-visited sites, such as Westminster Abbey, The Tower of London and Highclere Castle aka – “Downton Abbey”; it’s ‘how’ they are experienced here that makes this week so remarkable.

How many people can say they’ve eaten canapes with Lady Carnarvon and sipped gin and champagne with the Duchess of Highclere herself, before moving to the Castle’s dining room, wearing full 1920’s outfits for a luxury dinner in the castle itself? Once seated, you are waited upon by butlers and maids also dressed appropriately for the era. Naturally, the costumes are fitted by the same company that outfitted the cast of Downton Abbey and this evening would not be complete without vintage luxury Daimler’s (once owned by the Queen Mother), bringing you to and from the event.



This 'ultimate' journey through 1,000 years of British history is designed for 10 to 12 people who dream of walking in the footsteps of Kings, Queens, Dukes, Earls and villains alike, in this real "Game of Thrones".

Wondering what else is in store for you? Well, how about your private evening at Westminster Abbey, the 1,000 year old 'Royal Peculiar' that has hosted all Royal coronations since the year 1100 and hosted 16 Royal weddings? Or being transported by boat from Westminster to attend a private Halloween dinner in the Tower of London? Your own event hosted in the White Tower the oldest tower constructed by William of Normandy after his invasion of Britain in 1066. While sporting medieval cloaks and outer garb, after dinner you will enjoy private viewings of the crown jewels, and participate in the Ceremony of the Keys, the most ancient long running non-religious ceremony in Britain, conducted for 1,000 years.

Furthermore, you have the full run of a private, 18th Century English Manor House, complete with your very own Mr Carson and Mrs. Hughes (butler and house-keeper). At dinner, you will be entertained by a 'mentalist' from the Magic Circle in a mystery and secret event that your guests will never forget – preceded by an afternoon of country pursuits so loved by the aristocracy, clay pigeon shooting, falconry and archery for those that wish to participate.

You love London luxury too? Super, enjoy your down-time in classic luxury accommodation at The Goring, the only hotel with a Royal warrant, where Kate Middleton's family stayed the night before her wedding to Prince William.



Additionally, guests will have the opportunity to unwind in lavish suites at Claridge's upon your return from the English countryside.

Passionate about Winston Churchill and World War 2 history? Your intimate group enjoys a private visit to Churchill's War Rooms. Here you'll go behind the glass, pick up the same phone that he used to talk to Roosevelt, whilst sitting on the bed where he slept...now it's time for your opportunity to turn the tide of war. You'll then retire to a pub that is an exact replica of a London 1940's era establishment, complete with a cast of characters dressed 'era appropriate'. You will be served drinks while your teams struggle to decode an enigma machine accompanied by live war-time singers and a piano. All followed by dinner and a night cap at film director Guy Ritchie's London pub.

Shopping is not forgotten either, naturally, done the Black Tie way; visits to specialist shops throughout Mayfair which are usually not open to the general public, such as the most



exclusive classic jewelers, Savile Row tailors, and other prime examples of British Luxury Craftsmen.

There has not been time to mention Kensington Palace, dinner in The Ritz private dining room with the Queen's Royal Photographer and a Royal Correspondent of a national newspaper, dinner at many of London's very best restaurants. Nor have we touched upon the ultimate mixologist, drinks hosted by

Winston Churchill's favourite champagne brand and country pubs. Or the Private Tour of The Houses of Parliament, with a Member of Parliament completed by Afternoon Tea in The Strangers Dining Room at The Palace of Westminster.

Black Tie has topped this all off with the accompaniment of a professional photographer and hosted throughout by two of the country's best experts in British heritage and luxury. In addition, to book-end the experience, you'll relax in a private suite upon arrival and departure at Heathrow, while your luggage, customs and airport check-in are all expertly handled by the team on-site.

Believe it or not, there is much more to share and Black Tie would love to dazzle you with the details. To contact them for information on this or other amazing international adventures please call or write to The Founder of Black Tie; Andrew Newman at 1-778-688-3509 or a.newman@blacktietravel.com



Finding Your Passion

TEXT Linda Cattelan

A really good friend of mine is always saying “when you love what you do, you never have to work a day in your life”. It’s a mantra and quote that has stuck with me for many years now and words of wisdom I live by and have imparted to my kids and clients alike.

The way I see it is you have at least two choices. You find your bliss or passion in a career or hobby and you go for it or you find a way to be passionate about your current career.

Here are some strategies to help you find your passion:

Satisfaction Check

Look at each area of your life and determine your level of satisfaction with each area.

You should consider your career, finances, health and wellness, relationship with your significant other, family and friends, personal growth and development, physical surroundings, fun and recreation and anything else that is important to you. I like to rate each area on a scale of 1 to 10 with 10 being the highest level of satisfaction (your bliss) and 1 being a low or no level of satisfaction.

Then I suggest taking a good hard look at each area to analyze the gap.

Determine what would have to happen or change for the gap to be reduced or eliminated. For example: If you rated your career a 7 out of 10. What would make your satisfaction level with your career a 10? Perhaps more clients, less travel time to work, a better relationship with your boss, etc.

Once you’ve identified all the items that could make a difference in your level of satisfaction you need to commit to action. Taking even one action will move you one step closer to a higher level of satisfaction in that area of your life.

Values Check

Know what’s important to you. Being really clear about your values and what’s most important to you helps you make better decisions more often.

Make a list of what’s most important to you in your life right now. Then rank everything on the list from highest priority to lowest priority. Take a really close look at your top 5 values. These are your most important values.

How closely aligned are these top 5 values to how you spend your time day to day? What have you been neglecting that’s really important to you?

Many successful people put as much time and thought into what they do in their time away from the office as they do in the office.

Can you make connections between what you do for a living and what’s important to you? For example: perhaps you have an expensive hobby you are passionate about i.e. race car driving or flying planes. You are in a high paying career that you perhaps don’t love but it provides you with the time and money to race cars or fly planes.

Find ways to love your work or at least be grateful for your career as it is providing you with the means to follow your passion of racing cars or flying

planes – there is a connection to your values, there is a sense of purpose.

Competencies Check

Before leaving my corporate career of 26 years to start my own business, I did some planning and strategizing to determine the type of business I wanted to be in. In the business world it is common to conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Applying this same management tool can be very effective when applied personally. Start with an assessment of your personal strengths and weaknesses. What are you really good at? What aren’t you so good at? Engage others to provide you with feedback in these areas as well. You may be surprised

“when you love what you do, you never have to work a day in your life”

by hidden talents you have taken for granted or haven’t been using. Consider opportunities available to you today to utilize and optimize your strengths. For example: There are careers and businesses in existence today that weren’t around 26 years ago when I first started my professional career. The world is constantly changing and evolving and so are the opportunities. Look for the opportunities or create some new ones. As for threats, it’s important to recognize that they do exist and to plan to minimize or mitigate any risks.

Mindset Check

Lastly, it’s important to recognize that no one or one thing can make you happy. Only you can make yourself happy!

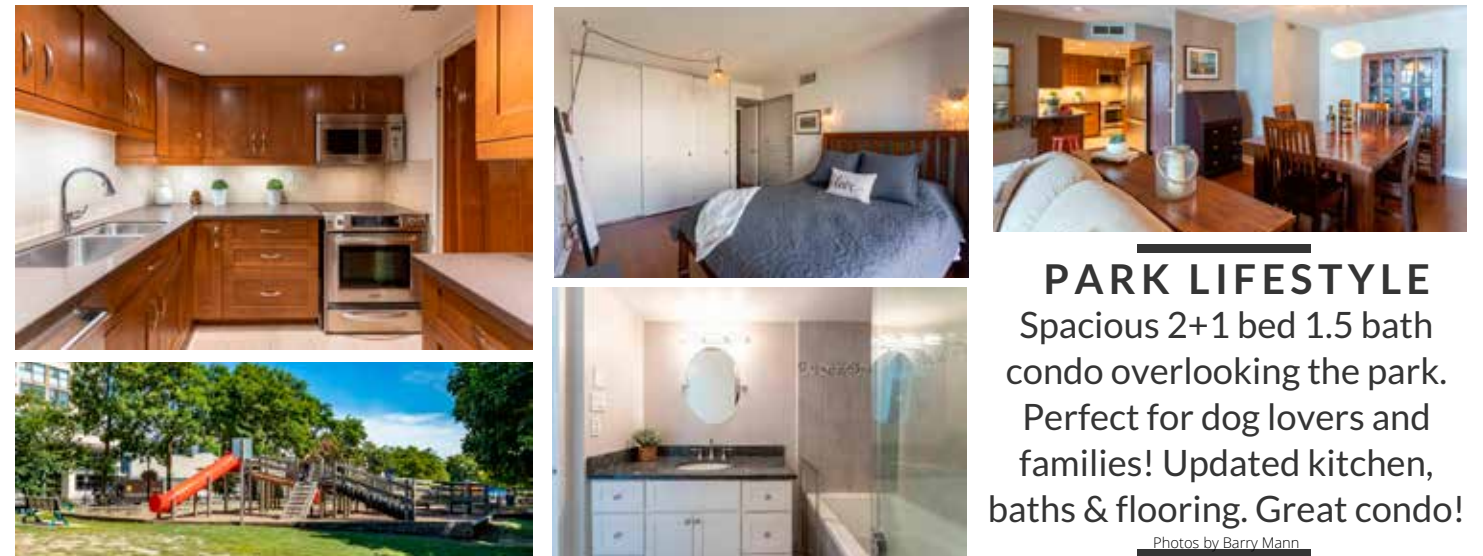
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5 Herbs that can help the Detoxification Process

TEXT Rich Carroll

The process of detoxification, or cleansing of the body of unwanted substances, must be done on a regular basis. The immune system, that vital protective mechanism designed to prevent disease and infection, has to remain operating at optimum levels.

This is especially important now, considering the dangerous Covid-19 virus we must contend with. The immune system depends on the kidneys and liver to filter out impurities of our bodies. Occasionally those filtering devices become overworked, then overwhelmed. That's when we must provide outside assistance.

The best, most natural way for long-term liver health is to eat liver-friendly foods. One spice with incredible health benefits for the liver is turmeric and has become quite popular now in western food cuisine. We will use the rest of this article discussing some of the lesser-known herbs known for cleansing and making the immune system robust.

Psyllium Seeds

This is a soluble fiber that passes

This is especially important now, considering the dangerous Covid-19 virus we must contend with.



through the small intestines while becoming minimally broken down. This allows it to absorb water and become a viscous compound that helps alleviating constipation, diarrhea, blood pressure and high cholesterol. This herb contains an absorption asset similar to a sponge when it comes to removing your toxins from the body.

Cilantro

Not only is this a great herb to incorporate in cooking, but is a natural chelator. This means that metals and other contaminants will bind to the plant, helping to eliminate those toxins from the body. Plus, this is certainly a

more economical approach than many medications.

Nettles

They can be used as a part of a detox herb mixture for cleansing the urinary systems and others parts of the body. For allergies, nettle includes components of an antihistamine used for treating reactions associated with the respiratory system. Nettles can also be used to make a tisane referred to as "nettle tea", which is readily available on the internet

Burdock Roots

This would be better classified as a root, but the free radical-fighting antioxidants in burdock root make it ideal as a powerful cleanser. It has long been recognized for reducing the heavy metals that can build-up inside the body which causes immune system problems. Burdock leaves are also utilized by some workers in burn care units for pain administration and to speed healing time as a natural treatment.

Dandelion

These detox herbs possess strong cleansing properties helpful for liver health. It is also good for removing gall bladder wastes and in addition works well for kidneys if used in the company of other matching detox herbs. Dandelion roots, greens, flowers and stems can be made into a healthy tea that is a nutritional powerhouse of potassium, iron, calcium, boron, silicon, manganese, copper, folate, vitamin B2, vitamin B6, and vitamin C.

Such herbs can actually flush out unwelcome toxins from the immune system, enabling us to feel and look fantastic. They can also help stop a person from getting seriously ill. Most of these herbs have been around and utilized for their health benefits for a long time. Investigate how to use them in ways most effective for you, as there are numerous ways to incorporate them into any diet plan.

What is in fact overweight? It can be measured

TEXT Rich Carroll

How does one really know if they are obese or overweight? All of us are aware that people are generally getting heavier, and there are many factors. This is an issue that is plaguing most industrialized countries, and although this is true, the way we measure obesity will go far in how we should deal with the problem. Many of our solutions, of which more and more governments are becoming increasingly involved, are usually not specific enough to deliver any real gain.

That is not to say laws that limit or eliminate certain harmful additives isn't a good thing. Certainly, the elimination of harmful trans fats that have been legislated out by some governments are helpful. But food science has found ways to make food taste better without trans fats, resulting in eliminating the need for this harmful additive. This has happened thanks to governments getting involved.

Often when governments makes sweeping changes, they are made based on sweeping data. That starts with how "overweight" is defined. It may be misleading to merely take what we see on the scale as the shape we're in. A more complex measurement is Body Mass Index, or BMI. This is calculated on age, height and weight, and you can calculate yours by searching for an internet-based calculator on the internet. BMI attempts to estimate body fat based on a person's height and weight, and though it is easy to calculate, doctors have questioned its accuracy.

As an example of its limitations, based on a commentary in Men's Health, when Lawrence Dallaglio, an England rugby world cup winner, was in his heyday his BMI was at 31, putting him within the obese range. At the same time, his body



fat was a really low 11%. So, if health programs were to focus only on people with BMI greater than 30, they would be obviously focusing on the wrong person in this case. There are many others that would be misdiagnosed.

To break down excess body-weight further, the issue lies in where the weight is placed. The type of fat that is linked with type 2 diabetes and heart problems is visceral fat, the type which surrounds the organs. This will likely present itself in individuals who have extra fat in the midsection. Therefore, if we were to put less magnitude on BMI and other measures and more on where bad fat is found, that should offer us a better indicator of any potential health issues.

So now finally, here is what you've been waiting for: a more accurate way to measure the body for it to be in its best shape. You should forget about scales and use a tape measure. This analysis is based on the assumption that certain body shapes, which there are many, will be a determining factor in overall health.

Here is what to assess:

Chest – Calculate the total circumference of the upper torso at its greatest point.

Waist – Calculate the total circumference of your middle at the navel.

Hips – Measure the full circumference of your hip area at the hip bone.

Take those figures and divide the waist reading by the hip reading. After that divide the waist number by the chest reading. Your scores are going to fall into one of three ranges:

- Underweight 0.8-0.9
- Good weight 0.9-1
- Overweight 1+

The point is that weight by itself may be a significant indicator for a harmful condition, but not necessarily. If we are trying to keep the body shape that is optimal for our best health, the greater concern should be how our excess fat is positioned. This method of measuring our weight is now considered a far better indicator.

Arch-Interiors Design Group remodels a mid-century home in Beverly Hills



After

Albeit dated and chopped-up, the Beverly Hills home was graced with some nice mid-century features and offered potential for some awesome views, especially in the kitchen that looks out onto the pool.

So with the goal of bringing an open, modern vibe to the narrow, cramped kitchen, Christopher Grubb, President/Founder of Arch-Interiors Design Group added floor-to-ceiling windows to



Before

create a connection with the outdoors. He and his team at Arch-Interiors also streamlined the “extremely compartmentalized” space with some innovative maneuvers. These included customizing cabinets to turn the former laundry room eyesore at the end of the narrow kitchen into a dual purpose stealth space with bar-height countertops that doubled as a folding station and entertaining space for company.





Christopher Grubb
President and Founder
of Arch-Interiors
Design Group



- Preventative maintenance
- Mechanical repairs
- Factory level diagnostics
- Tire sales and installation
- Vehicle modifications






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INKAS®

Canada's largest coachbuilder and manufacturer of armored and special purpose vehicles

TEXT Krista Deverson
PHOTOS Courtesy INKAS®

Safety and style are not mutually exclusive, as proven by INKAS®, Canada's largest coachbuilder and manufacturer of armored and special purpose vehicles. With impeccable standards and pristine quality, INKAS®, celebrated another milestone in their worldwide success this spring with the opening of their newest facility.

The company's tremendous growth has necessitated the expansion of their operations with the acquisition of another manufacturing facility in Toronto, increasing their manufacturing footprint to almost 300,000 sq ft. This new facility has increased their output tremendously allowing them to satisfy market demands expeditiously. Their

increased production capacity facilitates the delivery of armored vehicles and secure solutions to their clientele in a timely manner.

The facility, which began production in March, is dedicated to the production of INKAS® luxury sedans, SUVs, and other civilian vehicles. The new assembly plant has doubled INKAS® production output while upholding the exacting standards, distinction and top quality that the brand is renowned for.

As one of the world leaders in their field, the Canadian company specializes in the design and production of a wide variety of customized VIP vehicles, cars, and trucks, both armored and unarmored. Their

lineup includes luxury armored sedans, executive SUVs, cash-in-transit vehicles, and tactical armored vehicles. Since opening in 2000, INKAS® Armored Vehicle Manufacturing has established their reputation as a leader in the field for providing armored vehicles for banks, law enforcement agencies, corporate clients and individuals worldwide.

In terms of luxury and security, INKAS® products distinguish themselves from the crowd. Security and safety are at the forefront of the business and the company prides itself on its technological innovation, design, and quality management. Through their innovative approach, they're constantly striving for better ways to serve their customers



INKAS® Sentry Civilian

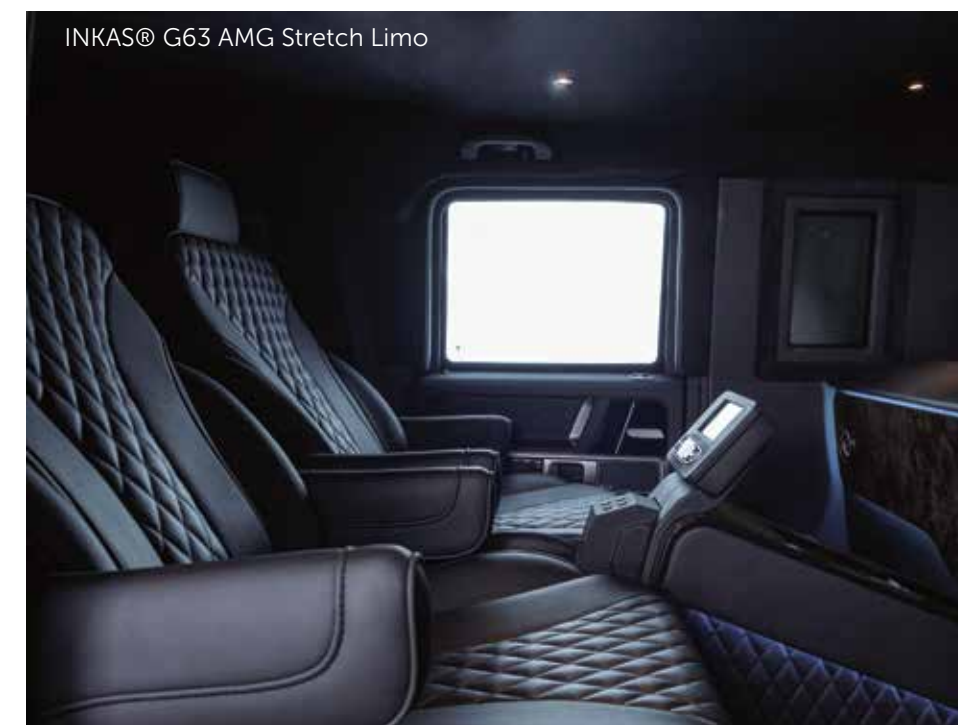


INKAS® G63 AMG Stretch Limo

and provide them with the latest safety and security solutions. Towards that end, all materials are certified by third party organizations as well as tested at INKAS® own testing facility in Toronto, Canada.

Their latest secure designs include a show-stopping bulletproof INKAS® Mercedes-Benz G63 AMG stretch limo and a hardcore INKAS® Sentry Civilian, both appointed with luxurious features for riding in class and style while being tough enough to withstand an AK-47 attack.

Opulent to the hilt, the INKAS® Mercedes-Benz G63 AMG stretch limo features a spacious interior boasting a 4K high definition television with Apple TV integration, a motorized bar, and newly designed, fully-reclining captain's chairs upholstered in ultra-premium Alcantara suede and trimmed in top-grain exotic leather. The VIP passengers can sit back and relax in the massaging seats while accessing the built-in control center from which they can command



INKAS® G63 AMG Stretch Limo

all media, lighting, comfort, and security functions. The premium audio system will be configured by INKAS® to customer preferences.

For security, the INKAS® Mercedes-Benz G63 AMG Limo has a B6-rated ballistic

protection, the highest feasible level for a civilian-grade ride. The protection includes the advanced B6-level body armour, ballistic glass, and infrared and thermal cameras for perimeter surveillance. The cameras can be used to record video to upload to a secure



INKAS® Sentry Civilian

cloud server. Higher level armoring and addition defensive and offensive features are available. Lastly, INKAS® added a customizable daylight headliner calibrated to mimic real sunlight to reduce passenger fatigue and increase an overall sense of well-being.

INKAS® other recent showpiece, the 2020 Sentry Civilian is a family-friendly, daily-drivable version of its Sentry armoured truck that's typically reserved for SWAT teams. The layers of bullet-resistant glass, BR6 armor level are balanced out by up-rated suspension, brakes, electrical system, and other functional components. Powered by a 6.7-litre turbodiesel engine delivering 330 HP at 2600 rpm, the luxury vehicle also boasts a convenient interior featuring integration with Apple, Amazon, and Google Voice assistants and optional 360-degree surveillance cameras with cloud recording, night vision systems, and even a chemical protection system when requested.

Talk about badass with class! With superior luxury and innovative secure designs like the INKAS® Mercedes-



Benz G63 AMG Limo and the INKAS® Sentry Civilian, INKAS® stands out as a leader in the vehicle protection field. Their newest facility is sure to further enhance growth and production output while maintaining their stringent standards of quality and security. For organizations such as the Department of National Defence, embassies and consulates around the world, various paramilitary and law enforcement organizations as well as executive protection companies, luxury vehicle dealerships, security companies and civilians, INKAS® designs and products

have a 100% safety success rate.

Experts of luxurious protection and world-class style, INKAS® expansive growth is a testament to their stringent standards and brilliant innovation in the armoured and special purpose vehicle field. The opening of their latest facility in Toronto this year will increase production capacity in the timely manner they're known for while further elevating their profile as leaders in the field. With INKAS, safety doesn't compromise style. Their genius designs reflect luxury, class, and quality while their security and handling is second-to-none.

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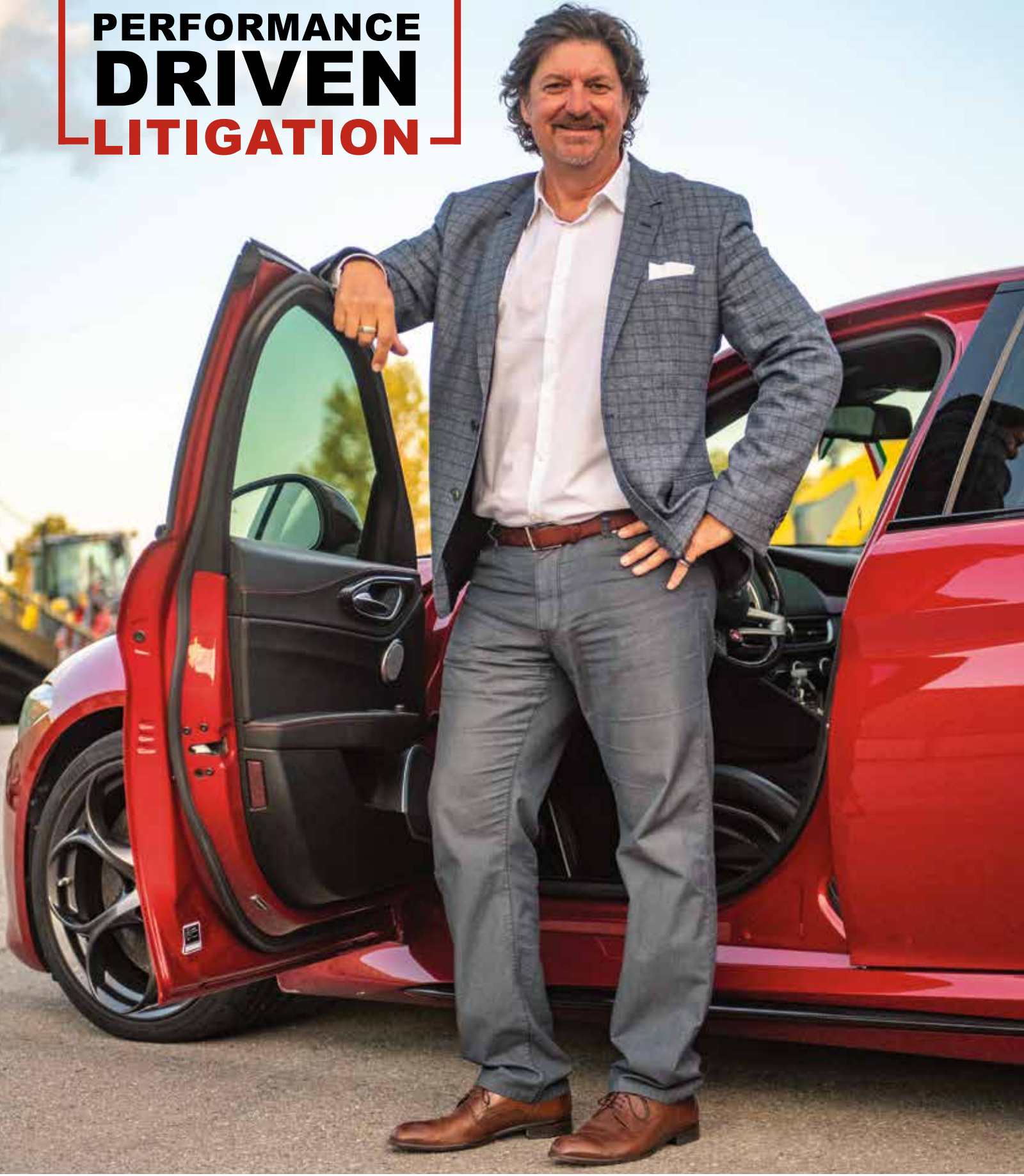
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What the Heck is Creativity?

TEXT Margaret Jones

Before diving into details of what is creativity and ways you can achieve that, let me ask you first. What do you think is creativity? Stop reading this article right away. Start your favourite word processing software and write down your pearls of wisdom about creativity. Go ahead.

If you are done, you might have come across something like this. Creativity is something new. It is innovative. It solves problems.

Creativity always brings to mind the names of some important personalities like Pablo Picasso, Michelangelo, Leonardo Da Vinci, Stephen Hawking, Stephen King, Ernest Hemingway, Shakespeare, Seth Godin, Charlie Chaplin or some other popular figure of the similar league.

People take a number of different positions on account of what is creative. It seems that everyone is yet to arrive at a logical conclusion.

Let us explore some other dominant point of views on creativity
continued on page 54

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Creativity is non-industry specific

Creativity has touched on almost every possible industry. It can be found in linguistics, design, technology, psychology, cognitive science, and healthcare. You name it and it is there. It would not be wrong to say that anybody and everybody can use creativity for creation, innovation and problem-solving.

Creativity
is a concoction of different things.

It is about infusing the different ideas to create something new and original.

Porsche Brand Luggage

TEXT Adam Ivers

PHOTOS Kylie Ivers

Albert Einstein once said, "I have no special talents. I am only passionately curious."

It's a paradoxical quote from a brilliant man.

For I am neither brilliant nor particularly talented, but there are some things in life I am wildly passionate about. And if you're reading this article, you have likely been drawn in by the art, allure and adrenaline associated with cars. Cars are my gateway drug...

I don't drink coffee, I drive fast-cars (safely) to get my blood flowing. I collect them, track them, share tales of them with curious on-lookers of all ages, and often get lost in the elixir of working on them.

I've been a Porsche fan since the early '80s when I hitched a ride from the father of the girl next-door in his 930 Turbo. It was a moment in time that stands still to this day. And as much as I loved the experience of going fast and being thrust into the back of the seat, certain elements of that car have never escaped my mind.

Now 53, my driver training over the years with Porsche at their Track Experience facility at Barber Motorsport Park has not only elevated my driving skills, but brought discipline and structure to the way I live my life. To inspire and be inspirational is a great credo to abide by. And if you find your mind wandering – especially when behind the wheel on any given straightaway – the margin of error accelerates exponentially. (I found that out in a certain lead-follow exercise where I almost swallowed the back bumper of a 911 Turbo for breakfast.)

So, like Einstein suggested, I let my curiosity lead the way.



My passion for the Porsche brand has only been enhanced as life over the years has been filled with highs and lows. And when all else failed, I let my dreams take charge.

Last summer, I began looking at all things nostalgic. Many random drives in my '89 964 inspired me to look into today's trends in pop culture, design and the arts. I wanted a greater connection to the car community and felt a need to create something to feel connected to it. Instagram became my go-to app as a hotbed for creative ideas and slick marketing.

And then, Porsche announced the imminent arrival of the 991.2 Speedster.

That was it!!

The re-introduction of its 'heritage' line of options (houndstooth fabrics, bespoke design cues, etc.) was what sparked my next idea.

I was going to design the ultimate weekender bag. I travel so much why not create something truly unique.

But to do so, I had to look at the past to create for the future.

What do I really know about fashion?...

Extensive research looking at classic Porsche interiors from the '70's and '80's served as the inspiration for the design.

But let's be honest, my entire career has been in the media business: I knew NOTHING about the fashion industry, let alone where to start.

Enter: Christopher Bates...

I met Christopher Bates randomly (and fortuitously) at a dinner at Canadian Tire Motorsport Park late last summer. By then, I had found a fabric sample I wanted to use and had done some super inelegant sketches, but I just went for it; I pitched him on my idea.



Christopher Bates & Adam Ivers

He was intrigued...

Now for context, a little about Christopher:

Originally from Vancouver and now residing in Toronto, Christopher Bates has chosen his real name to represent himself in the fashion world. He was educated at Istituto Marangoni in Milan, a renowned institution synonymous with fashion, design and art. Since his debut, this intrepid designer has achieved a meteoric rise in the fashion industry. In 2014 he established a design studio in Milan to produce, with pride, exclusively in Italy.

The passion that Christopher Bates expresses is almost palpable, and apparent in every aspect of his life. He is versatile and particularly focused on beautiful, innovative fabrics and details. He has an innate curiosity and is inspired by anatomy, architecture, geometry, and also from other art forms such as cooking. His ultimate style icon is Sean Connery's James Bond. His line is available at influential retailers including Nordstrom and Harry Rosen.

Bates has received numerous accolades over the years including: the Canadian Menswear Designer of the Year Award, CAFA (2019) and a Visionary Award from Fashion Group International, FGI (2018). He also designed the new uniforms for

Air Canada, one of the largest airlines in the world.

It turns out designing a weekender bag takes time. Lots of it.

Almost a year later however, the pictures you see here reflect our respective passion for this project. We chose the Canadian National Warplane Heritage Museum as the backdrop for our photoshoot and few planes are as iconic as VeRA, one of two surviving Lancaster bombers from WWII. Design cues from the bag are a tip of the hat to incredible industrial design features that we see emblematically represented in both the plane and the GT3.



Inspiration is contagious...

Designed entirely in Canada and hand-made in a small, highly specialized Italian factory outside of Venice, our initial run of 100 bags has some very special characteristics to them. Each bag will feature an embossed production number: 001-100 as we are making them in small limited editions. Military grade RFID fabric lines the outside pocket for an added level of security, two-tone deviated stitching inspired by sports car steering wheels adorns the leather handles and the custom tartan exterior fabric signals our nod to those classic interiors from the '80's. (A huge thanks to Kim at P1 Designs in Dallas for going all out to pair the seat lining of the GT3 with the bag along with the matching keychain.)

It turns out the best was yet to come.

When planning for our 'reveal' of the bags, I consulted with one my toughest critics; my daughter. Without hesitation, Kylie, (19) volunteered to orchestrate the photoshoot. The photos you see on these pages are all hers and shot while the publisher of this magazine, Lucas Scarfone, watched WITHOUT a camera in hand.

"This is all you, Kylie," Lucas quipped at the shoot. It was the first time I've seen Lucas without a camera.

Never in a million years would I have had the ability to foresee how the creation of something as simple as a weekender bag would lead to newfound friendships, so much inspiration and a



deep appreciation for the work that goes into the creation of a unique fashion item.

The ripple effect of this project has been simply unforgettable to the point where we are now looking to raise money and awareness for the Warplane Heritage Museum to expanding our partnership with P1 Designs for the next 100 bags.

Christopher Bates and I are just getting started... and I will never stop being passionately curious.

Weekender bags are available in limited quantities at christopherbates.com

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The Visionary behind B.R.M Chronographes BERNARD RICHARDS

TEXT Robby Pacicco

Observing an orchestra conductor wave their hands and baton in the air may seem like madness to anyone unfamiliar with the skill associated in leading a symphony. Yet like the hands on an exquisite timepiece, they are not without purpose. Conductors use their hands to set the tempo of the performers and unifying them as one, resulting in aural nirvana. Hence why they are often referred to as maestros, as should be Bernard Richards of B.R.M Chronographes.



a lot," he says. "Eventually I became very interested in automobiles." His love for motorcycles igniting at the age of 14 and a short five years later the spark burned into a full-fledged fire as he developed a deep love for cars. "The passion for cars may have come a little later on," continues the Maestro, "though it is still very present in my everyday life."

Looking at his creations and designs easily reveals his appreciation and respect for the technical and mechanical influences associated with his passions. "In France, we are very fortunate when it comes to motor racing. We've had many French teams in Formula One like Matra, Renault, Ligier, AGS etc. We also host the 24 hours of Le Mans, the biggest auto race in the world. As an enthusiast, this event has become an annual pilgrimage for myself as I stay there the entire week, every year!"

His commitment and delight for the sport translates flawlessly into his profession to the benefit of his consumers. The interest

he has for racing is not simply entertaining for him, but also inspiring him, teaching him and challenging him.

Ever since coming into existence in 2003 B.R.M Chronographes has always had a strong connection to the race track. Incredibly enough they also have a huge bond with the golf course.

Motorsport and golf seem like polar opposites and in fact they might very well be. However, Bernard was able to connect the two sports together very easily. "We started our adventure as B.R.M Chronographes by not just involving and inspiring ourselves from automotive world, but mechanical sports in general." Referring to jet-ski, motorcycle and boat competition as well.

"Anything with an engine peaked our interest and practicing such sports involves immense concentration and self-discipline. Which is why so many drivers also practice golf. It motivated me to create the only automatic watch able to withstand the art of practicing golf." Ever so present in both motorsport and golf makes sense knowing B.R.M Chronographes used their own innovative technology to equip timepieces with springs and shock absorbers to allow them to withstand all sorts of shock and impact.

A UNIQUE PIECE

Day and night, with his coworkers, he turns and assembles pieces with the most complex appearances, those that others



do not know how to shape anymore, making its own cases, hands, push-pieces and pin buckles. No stamped cases with built-in lugs, but rather separate machining of each component, which is what makes it so difficult to affix the lugs by screwing them onto the case.

This way, different combinations of colours and materials are possible (black titanium case with polished stainless-steel lugs, grey titanium case with polished stainless-steel lugs). The cases are machined in bars of titanium 3m long, while most other watchmakers use a single stamping press to adjust a piece 16-18mm deep. This technical virtuosity can be expressed in figures, with a case being made up of eighteen different components, while a standard case would have only two or three.

For the hands, Bernard Richards could have settled for the hundreds of options offered by subcontractors, however he would not hear of it and designed perforated hands, which would not be out of place on the finest pedal units of transalpine carmakers.

The watches assembly screws are also



specific, made up of three holes; it takes almost twelve times as long to machine them as it would for an average watch.

The movements powering the watches are made in Switzerland, while for some specific models, they are being fine-tuned to achieve the ultimate level of perfection.

Lastly, all the key tasks, from fitting to assembly, to setting to polishing, are done by hand.

For Bernard Richards, prestige, authenticity, exclusivity is "attention to technical details and perfection at

every stage". Like in the car industry, watchmaking has its own wizards, known only to those involved in this microcosm of the quest for perfection.

In this elite milieu, the phrase mass production is nowhere to be heard.

Today, with over 25 years' experience in watchmaking, B.R.M Chronographes produces 3,000 watches a year.

Its reputation is built on quality, rather than quantity.

www.brmcanada.com

continued from page 47

It is about getting knowledge

It can be safely said that the more knowledge you have the more liberty you have to create something new. It makes sense too. Let's say you are a small business and you are approached by a student of computer science working on artificial intelligence to create a print advertisement on that.

They will not expect you to get a Master's degree on computer science but you have to have an in-depth understanding of artificial intelligence to have an idea about why it is beneficial to the client's target audience. Knowledge is an immense power to create something new, fresh and innovative out of it.

Novelty is the essence
of creativity

A lot of people agree that creativity has a predominant novelty factor attached to

it. It could be a new joke. It could be a new way of looking at things. It could be a new perspective to a cliché concept or a fresh analysis of the event.

Advertisers have used this technique to make millions of dollars for their clients and themselves. Remember the Apple Macintosh commercial? Nothing similar happened ever before like that. This is called novelty and it is an important aspect of creativity.

It is a fusion of different ideas

Novelty in creativity is often achieved by blending two or more completely unrelated ideas to create a new one, specifically called conceptual blending. Example, Metaphor, and analogy are used to apply this technique. "Swimming with the sea of sharks" is a linguistic metaphor used by writers to depict the intensity of the potential risk involved in doing something.

It is valuable

Creativity is not valuable if it doesn't hit the mark to create value. How can creativity drive value and who is calling the shots? Creativity produces the value if it does what it is intended for. The simplest example would be an advertisement commercial. If a commercial, intended to increase sales, does not get the job done, it is not valuable no matter how fresh, innovate and creative it is.

It is about imagination

Creative people possess above average imagination. They have a special eye to observe nature, people, things, concepts, and almost everything. They can quickly tap into their imaginative power and source inspiration out of it without a hassle. Creativity is a concoction of different things. It is about infusing the different ideas to create something new and original. Hope it helps you learn the different facets of creativity.

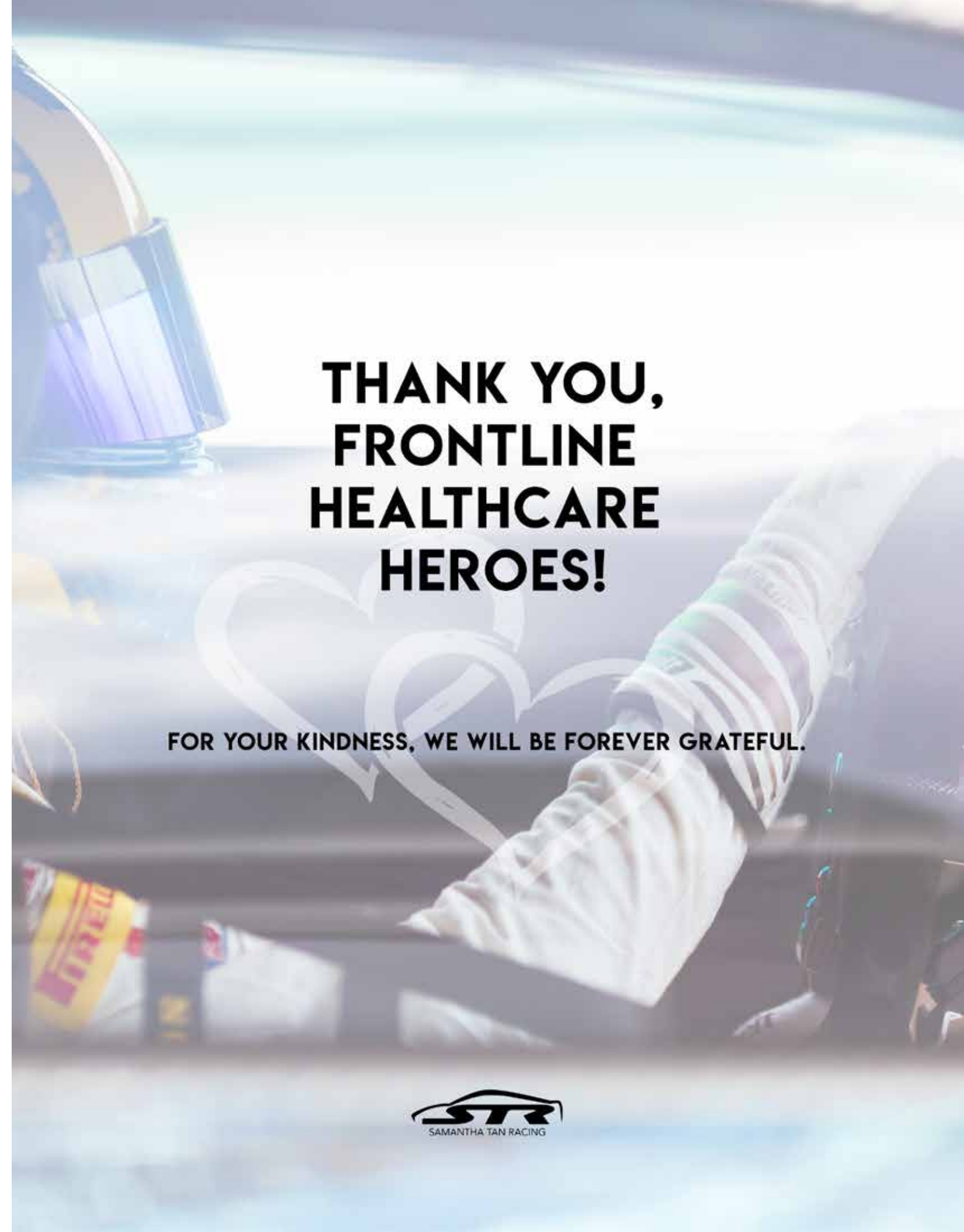


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Drawing inspiration from ancient Eastern spas, Hammam Spa by Céla is a rare and remarkable place. Indulge in a range of transformative treatments inspired by age-old rituals and tailored to relieve the stresses of the modern world.

In the twelve years since Celine opened Hammam Spa, Toronto's award-winning take on traditional Turkish baths, she has had the privilege of accompanying thousands of people on their journey to looking and feeling their best. Holistic wellness has been a priority in her personal journey, too.



Where Beautiful Meets Spiritual



Discover a place where ancient traditions create a modern retreat, where nature's beauty works in harmony with your own, and where renewal and growth are elementary.

SIGNATURE TREATMENT

Cleanse your body and soothe your spirit with this purifying and refreshing ceremony, modelled on one of the world's oldest cleansing traditions.

Center yourself in our steam room before heading to our calming Turkish suites. Lay on a heated marble table while hot and cool water treatments stimulate your senses.

Feel renewed as you are exfoliated with a Céla exfoliating mitt, then experience deep cleansing as layer upon layer of moisturizing bubbles are gently placed on your skin, leaving you softer than silk. The treatment concludes with a final cleanse with stimulating eucalyptus black soap.

To finish, unwind in the tea lounge with warm tea, baklava, and Turkish delight – a perfectly sweet ending to this ethereal experience.



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Welcome to Hammam Medical Aesthetics, a SkinCeuticals Advanced Clinical Spa where tailored results meet true luxury.

Working in partnership with renowned plastic and cosmetic surgeon Dr. Sean Rice, B.A.(Hons), M.D., M.Sc., F.R.C.S.C., and SkinCeuticals Advanced Professional Skincare, Hammam Medical Aesthetics offers services ranging from pampering medical-grade facials to potent chemical peels to more intense injectable options so we can help you look and feel your very best.



Two locations
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hammamspa.ca



ZURI ZANZIBAR

a holistic, eco-sustainable
and far from crowds dreamscape

TEXT Emilia Florek-Guerrero

Zanzibar is a perfect destination to get away from it all! With a year-round warm climate, it is accessible throughout the entire year due to its equatorial location. Rich in flora and fauna, long sandy beaches with crystal-clear water, a unique culture, plenty of activities are just some of the main reasons for traveling to Zanzibar.

A property known as the Zuri Zanzibar Resort has managed to create a paradise within a paradise allowing for one to get the most out of their trip to Zanzibar.

With location in Kendwa, the north-west part of Zanzibar, 50 km from Stone Town Airport, Zuri gives access to incredible sunsets and tide-free beaches. The 56 bungalows, suites and villas are Jestico+Whiles-designed with an African touch presenting the local culture in an exquisite manner. Amenities found in the rooms are outsourced from local fair trade communities of women, such as Dada Zanzibar. Natural elements make up the interior and the façade of the villas and bungalows. Many of them have an outdoor shower which gives the possibility to connect even more so with nature.

An ecological cooling system known as the "Evening Breeze" along with overhead fans maintains Zuri's sustainability mission. The entire resort opened in 2018, has been created around a holistic approach for an eco-

sustainable, harmonious integration with both the natural surroundings and neighbouring local community of Kendwa village. Manuela Gallina, the Zuri Holistic Manager explains "One can find in our bars, lamps and ashtrays made out of recycled wine bottles by Chako. From the same collaboration are made the recycled paper bins which decorate both the bungalow's furniture and yoga deck. We have our own osmosis plant to produce water hereby reducing plastic consumption down to almost zero." Responsible tourism is what Zuri has in its DNA aiming to be as self-sufficient as possible. In 2019 it became the first hotel in the world to be awarded EarthCheck's prestigious Sustainable Design Gold Certification.

Privacy and exclusivity are also important features that Zuri strives to provide guests quietness and seclusion. The ocean-front 3 bedroom luxury villa has a private 12m outdoor pool and its own zen pond.

Speaking of Zen, Zuri created a holistic approach on which the concept of the hotel has been designed from the very beginning. A journey within oneself, which surely becomes enhanced by the hotel's natural surroundings, can with no doubts become the essence of one's stay at this unique location.

At Zuri one can choose from numerous ways of rejuvenating, regenerating and





the resort also offers a wide choice of in-resort activities, which decreases the need for guests to take tours or join activities outside the resort's gates.

Through the new "Zuri Corona-safe hospitality concept" the resort acknowledges the awareness of the current situation and, at the same time, supports the future of safe hospitality where health and safety, wellbeing and the immunity of guests are the core elements. Moreover, Zuri's layout is truly ideal for the necessary physical distancing. "The luxury of space gives us the opportunity to cope with all social distancing requirements, with very little impact on our guests' comfort and the quality of our service" explains Andrea Knorova, Sales & Marketing Director.

Zuri welcomes its guests to enjoy an uncrowded vacation, where guests can reconnect in their own bungalow or villa while being surrounded by a tropical paradise.

ZURI ZANZIBAR
Kendwa Beach, Zanzibar, Tanzania
www.zurizanzibar.com



relaxing while having the support from the hotel's Holistic Manager – a unique position created specifically to guide the guests through the process of finding their inner balance.

"We let the guest decide how much to take from this experience which can restore natural body mechanisms to boost immunity, release blocked negative emotions, refill energy channeled from nature and release creativity and courage for change.", explains Manuela Gallina, the Zuri Holistic Manager.

Plenty of yoga (e.g. a pre-breakfast energy cleansing class) and meditation activities, walking barefoot in order to connect with Mother Earth and the Spice

Garden's glades, working out in the "wild fitness" gym area, swimming in the 32m infinity pool – the options are endless!

If you have never tried art therapy or attended a life coaching session, the Holistic Manager will by all means walk you through. These are just some of the many holistic-approach possibilities that set the Zuri Zanzibar Resort apart from any standard hotel and spa. And it starts from the moment you walk in its front doors with a warm smile, you will be welcomed with a package of "wellbeing" gifts that include an unusual yet unique adult colouring book for unwinding, as well as baobab tree powder – a powerhouse of nutrition, strengthening your immune system. Furthermore, at reception you will

find the best selection of high quality life changing books that you can dive into during your vacation.

The culinary options at Zuri allow for one to taste a blend of European, Arabic, Indian and African cuisine found nowhere else. The setting, whether at the beach, the pool or at one of the restaurants make your dinner an unforgettable one. Live cooking shows, private beach candle-light dinners, private cooking lessons; everyday can provide a brand new dining experience.

Ready for an adventure? There are numerous activities one can discover on Zanzibar and Zuri is more than happy to help you access them. Nevertheless,





"Zuri... Escape - Slow Down - Relax - Dream - Live Today"
Andrea Knorova, Sales & Marketing Director



"Zuri is the journey of a lifetime to a dreamscape in the blue heart of Africa to reconnect, heal and energize your body, mind and soul."

Manuela Gallina, Holistic Manager



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