



ROYAL DOOR Ltd.
A Canadian Company Established Since 1975

87 PLANCHET ROAD, CONCORD, ONTARIO L4K 2C6 CANADA
Tel: 905.669.2954 Fax: 905.669.2972 sales@royaldoor.ca www.royaldoor.ca

January 2020 Newsletter

Happy 2020!

Written by

Roberta Seidman, Designer/Owner of Propstar Inc.

propstarinc@sympatico.ca

T. 416 580 9003

So, a little bit about me.

Have you ever met someone at a party with not one, but two or more jobs? I am one of those oddball types. Good fortune has allowed me to pursue two, complimentary careers. 1) Interior Design and Renovation, and 2) Prop Styling and Art Direction for television commercials. Film work has equipped me to listen well to directors in order to understand their vision at a deeper level, assist them with tough decision-making, and develop time and budget sensitive plans that are then executed flawlessly. The same set of skills works beautifully with design clients.

The Film business has pushed me to work creatively, taught me to plan ahead, and become super detail oriented. I have worked on hundreds of projects for leading corporations including McDonald's, Tim Hortons, and Canada's 5 major banks as well as helping to create beautiful period pieces spanning the 17th through early 21st century. Working with design clients is not all that different than assisting leading directors and producers. It's all about building productive relationships, understanding each client as an individual, and attending to all the critical details while assembling a team of workers that is reliable, highly skilled, and personable.

In recent months, I've been involved in designing some wonderful projects, including a 1940's style log cabin in Northern Ontario. Rosemary at Royal helped us select doors that restore the cabins rustic heritage. I can't wait to share pictures of the project with you all in the springtime!

This summer's projects included an urban sanctuary, complete with relocated old growth trees, huge terrace and a featured waterfall facade salt-water pool as well as an elegant Forest Hill living room sumptuously furnished for a uniquely creative couple.

Royal has become my go-to door supply house. Their products are beautiful, well made, and durable. They provide a wide selection of styles, from classical to modern, with stunning aesthetic elements for every taste and budget that add value to your home. The entire team is so easy to work with, super accommodating, and reliable. They work hard to meet your timelines and stand behind their work.

