

CAREY MUDFORD INTERIOR DESIGN CMID

story by VERONICA LITT
photograph by CHRIS THOMPSON

Although Carey Mudford puts the CM in CMID, her right hand woman Alicia Sass, partner and senior designer, is just as influential in the interior design company. With a masthead emphasizing timeless designs with optimum functionality in tandem with clean, clear lines, the duo have created a loyal fan base in downtown Toronto, and are known in the biz for their helpful and honest service.

"Function is the first priority," says Mudford when asked about CMID's approach to interior design. "We try to be timeless: less frill and accessories. We do classics, not trends - it's all about scale and balance," Sass adds. "We strive for simple, relaxing, low main-

tenance homes with open concept kitchen and family rooms so people can easily shift from, say, formally entertaining in the living room to casually entertaining in the kitchen and breakfast nook," she continues, emphasizing the importance of making a home truly liveable.

This company philosophy is tried and true. CMID has been preaching timeless design and honest advice for 15 years, building the company up with "baby steps" as Mudford says. As for Sass, design has "always been [her] passion. "When I was five, I would build detailed floor plans with Lego," she laughs. It's taken a long time and a lot of hard work, but Mudford, Sass, and their fellow team members are now living the interior design dream.

At the company, five strong women combine to create the success story that is CMID. Teamwork and an organized, detail oriented mission statement are two of the most essential ingredients in the company's well earned reputation as a company you can trust.

"At CMID, each member has their own special skill, but we all wear a lot of hats and bring our specialties together. We really enjoy our little family. Our firm doesn't have attitude or a big ego; everyone's equal and respectful." This mutual respect helps the team collaborate and "make something we're specially

known for", like their helpful information package which helps everyone from the electrician to the tile setter to the client. "We are very thorough," Mudford and Sass explain.

But perhaps more important than getting the details down is the mindset with which CMID approaches its projects. "We always do the best job we can, we're very honest. We also create close relationships with our clients, talking with them two or three times a day...We really try to make things as easy and simple as possible for our clients, as building a new home can be stressful with the thousands of decisions that have to be made."

So what's next for CMID now that they've made a successful name for themselves in the big Canadian city? "Well," Mudford says, "we're trying to be environmentally-friendly and find energy efficient ways to design." The team is "always on the lookout for cool new things when traveling or going to restaurants."

The fluid and personal approach that has become somewhat a signature of CMID has enabled them to address each client's unique needs, allowing for the most practical designs and the most satisfied clients. "I think it's nice that people really appreciate what we do," explains Mudford. "When people really enjoy having their new home, it's a good feeling."

Contact CMID's team at www.cmidesign.ca for design samples, portfolios and project ideas.

"We try to be timeless: less frill and accessories. We do classics, not trends - it's all about scale and balance."

From left to right is Erin Jones-Designer, Carey Mudford-President & Founder, Sheri Gibson-Senior Designer, Michelene Belleau-Designer and Alicia Sass-Partner & Senior Designer.