

# Living the high life

Functional, harmonious and inspired designs



For the designers at High Life Living, each client, each lot, and each project is unique. Instead of cookie-cutter houses in the suburbs, they are designing exceptional properties and are treating design a bit differently, creating customized inner-city homes.

High Life Living is transplanting elements from other areas of the world to local architecture and design. In many cities, commercial and residential areas are separated, but High Life Living's inner-city communities are bridging that gap. Residents enjoy the connectivity of the community, as they can walk down the street to visit a boutique or have lunch in a café. They have travelled and want to infuse their own space with some of what they encountered in other cultures or countries but with a contemporary North American flavour.

"Your home is your playground, ready to grow with the life you give it," says Guy Price, vice president. "The versatility of the house, being a calm place to reflect or having friends over to a party, is part of the experience." That experience is one that inspires, soothes the mind, and ignites the spirit: it's the High Life philosophy.

This philosophy is what fuels the company and acts as the standard to ensure customers are getting everything High Life Living has to offer. Their homes are spaces that are both functional and harmonious. "We recognize that you seldom focus on the design of a room that is properly designed, but when you walk in you feel comfortable, you feel at home, and that's the experience we want customers to have," Price says. The designers want customers to know they are in the right place—home.

The only way to achieve this is to keep in mind that once the keys are passed, that house becomes a home. As the designers conceptualize their designs, they imagine the family that will live in it and strive to make the space as usable and beautiful as possible. "We always try to take advantage of the view that we have because in most properties, we're building up on the hill overlooking the downtown," says Price. That can mean placing a master bedroom at the loft level or creating a loft and rooftop patio to maximize the impact of the surroundings. "Our strength is the ability to recognize the potential held in different pockets and come up with a plan of how to conceptually transform those properties and bring them to their highest and best use," he adds.

This strength has served the company well over the past seven years, and Calgarians are welcoming the chance to do something different with their spaces. Guy Price and High Life Living offer unique designs that definitely push the envelope in the city, and more people are realizing they deserve customized design to fit their lot and their lives. "We realize that in order to meet your goals in life, you have to work hard, especially in the upbeat, demanding Calgary market, and that's why we would like to spoil you with affluent living at its highest standards . . . just because you deserve it," says Price. Welcome to the High Life.

—RENNAY CRAATS