



They say home is where  
the heart is.

Where we love is home.

Home that our feet may leave,  
but not our hearts.

Maybe home is not a place  
but a feeling itself...



BANG & OLUFSEN

# Kettlebeck

K is Kettlebeck's lifestyle and design magazine for homeowners and friends. It's a platform that gives us a safe space to reflect on our work, critically evaluate our business practices and identify ways to tackle industry challenges. In short, K allows us to build ourselves so that we can build even better communities.

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Visit our new website and watch our short film to find out what home means to us at [kettlebeck.com](http://kettlebeck.com)

## I. HOMEBOUND

There's no place like home.

And we're not talking about walls and furniture. It's the memories and people that fill a place and make you come back again.

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### Different for everyone

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Home sweet home. It's where the heart is. Home is for the moments that matter.

—

### Making space meaningful

10

Our spaces are for distinctly human experiences. Nothing more, nothing less.

## II. HOMEGROWN

Kettlebeck might not look the same but we haven't changed at all. We've undergone a stylish new redesign to help serve you better. Come see for yourself.

—

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We listened. We changed. K will become the new face of our brand.

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Meet our team of planners, builders and design experts that work together to make our properties your beautiful new home. Our door is always open.

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I. HOMEBOUND

# Different for everyone

There's no place like home. Home sweet home. It's where the heart is.  
Home is for the moments that matter.





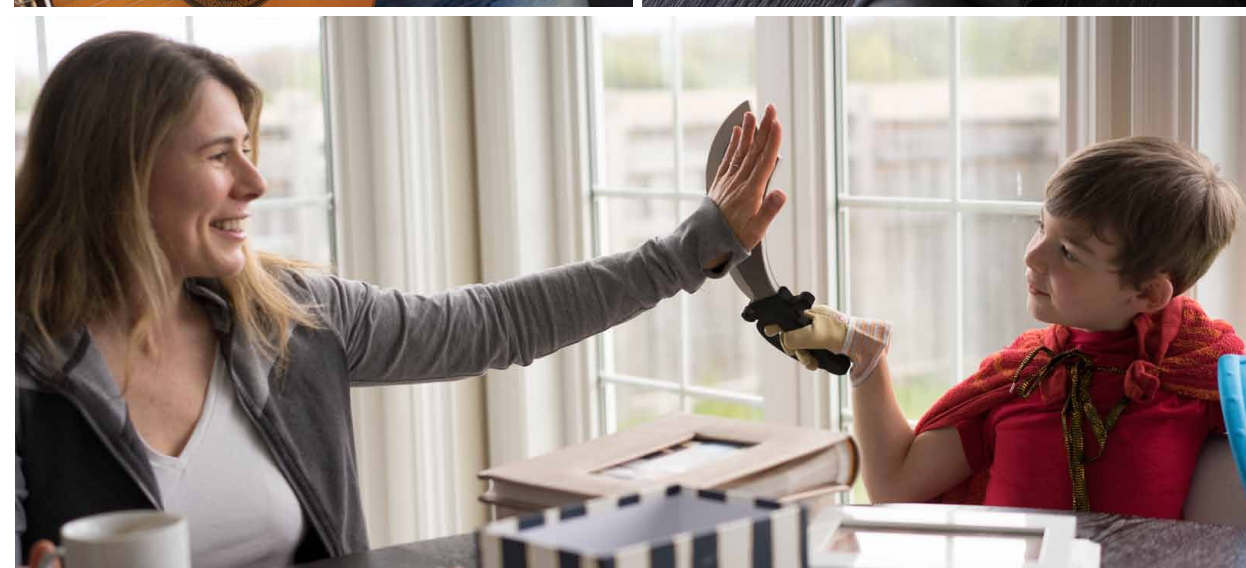
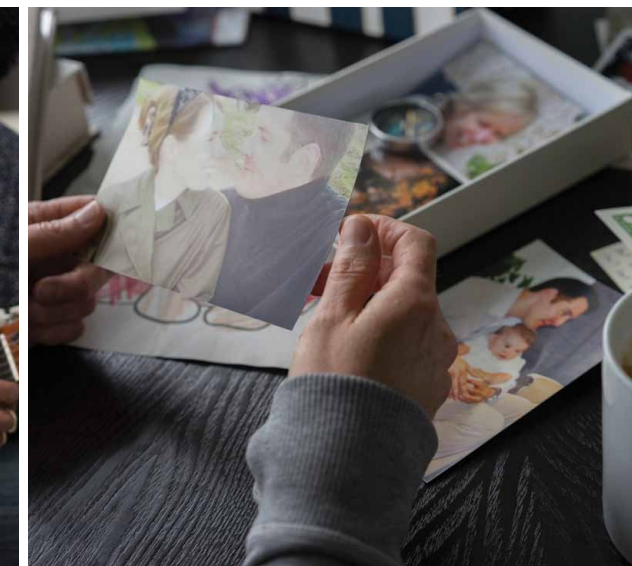
You probably already know that there's a lot of conflicting evidence out there as to what constitutes home – and where exactly you can find it (not everyone can just click their heels and return to Kansas). But that's kind of the beauty of it – the differences in people that make up their unique idea of a happy place. Or a safe place. Or someplace warm.

It's this fluid notion of home that Kettlebeck explores in depth before we even conceptualize a brick-and-mortar building. Because the place you live in is so much more than the walls and furniture that reside in it. It's the families, whether they're newlyweds, a single mom or roommates who happen to make dinner and watch Netflix together, that make a place their own. We're just the ones who give them the key to it.

To paint a better picture of what makes a home, we turned to Kettlebeck homeowners to see how our developments house their personal lives – like the school-age kids who have made our neighbourhoods their playground. These narratives helped to inspire a film we created with Channel 13 Advertising & Design based on the shifting and intangible idea of home and the diverse families who live in them.

Director Ryan Bergmann beautifully shot a series of vignettes that capture the heartbreak, memories and laughter that happen in a person's private domain – sometimes all at once. Because home is the place you retreat to with a glass of wine after a long day, but it's also where you celebrate milestones with your closest friends and shut out the world in moments of quiet grief.

We understand that home is all of these things, so there's no singular idea of it highlighted in our marketing or home-buying philosophies. Just as no two families are alike, we don't take a one-size-fits-all approach to building homes. We lay the foundation, so to speak, and then you make it your own. Take a look at our film; you'll see what we mean about finding the place where you belong. **And that's the point we want to drive home.**



I. HOMEBOUND

# Making space meaningful

Saad Siddiqui, Editor-at-Large

I'm not an architect. (I was never good at math.) Instead I developed an interest in the study of the abstract — things like metaphysics and philosophy. While taking a summer research program at Stanford University in California, I was introduced to the idea of aesthetics in philosophy. This led me to take an art history course during my undergraduate studies at the University of Toronto. Plus, it seemed like the kind of course that hip people take. I quickly learned that there's no formula to the study of art history. Unlike solving a mathematical equation, it's a perpetual blooming and interplay of ideas and circumstances over time. It literally has no end.

I went on to study prolific figures like Swiss art historian Heinrich Wölfflin, whose design principles would help inspire my work at Kettlebeck. Wölfflin aimed to develop a clear system for understanding art and believed that artistic styles existed not just for aesthetic purposes, but to reflect the different circumstances that move a person to create in the first place.

His important dissertation, *Prolegomena zu einer Psychologie der Architektur (1886)*, explored the emotional response that architecture produces in an individual and, most notably, how the spaces we build reflect our basic human needs and desires. While the building itself is not a natural part of the Lebenswelt (our lived experience), as humans, we endow spaces with meaning through our own stories and experiences. Without us, these structures are just empty shells.

It's this understanding of the fluid notion of home that fundamentally sets Kettlebeck apart from builders who sell properties based on pre-packaged lifestyles. Whether it's imagery of people playing golf or a retired couple sitting dockside on Muskoka chairs strewn across their advertising, these are the projected experiences they associate with home.

As the people who dream up larger-than-life spaces, our team knows that design isn't a singular on-trend aesthetic made to house one way of life. Our spaces are for distinctly human experiences — nothing more, nothing less. What makes a home special is entirely up to our homeowners. This guiding principle has shaped our business in a meaningful way at every level of our practice. It's why they feel at home with us.



II. HOMEGROWN

# Being human

We listened. We changed. We think you'll like what you see.





The stylish new rebrand of Kettlebeck means that all promotional material for our properties going forward will be housed in one modern and cohesive design. In the same way that international fashion houses like Gucci and Louis Vuitton are synonymous with the logos woven onto their collections, K will become the new face of our brand. This consolidated aesthetic, developed by Channel 13 Advertising & Design, will translate across all our communities, rental properties and newly revamped website – basically, everywhere you can find us.

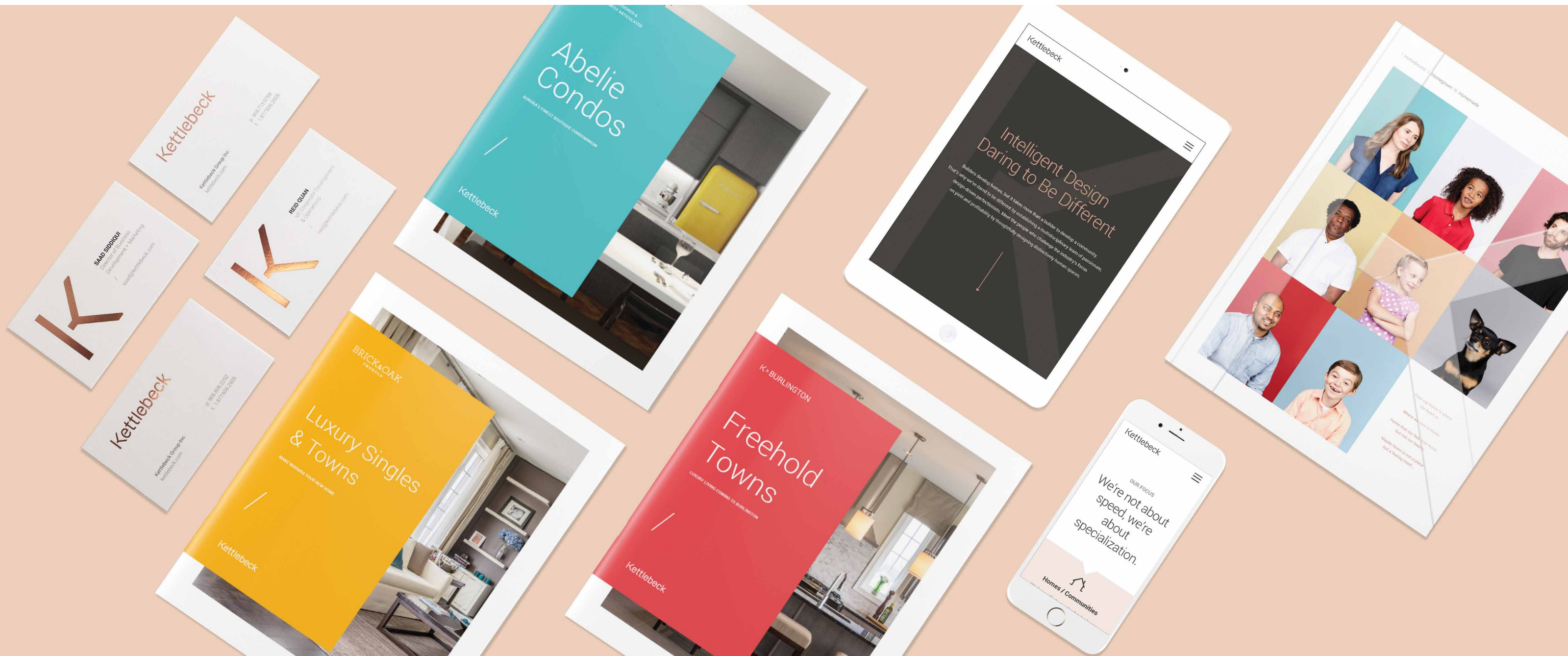
It was an intuitive coming-together process that was the natural evolution of our company. And we took it one step further. After extensive consultations with key industry leaders, we developed a functional yet visually stunning design concept. It's one that moves away from the typical stock images of a nuclear family – with 2.5 kids and a dog, you know the one – plastered on builder advertising. We wanted something groundbreaking, since that's what we do best. So we turned to our unique and diverse pool of homeowners.

"This has to be a human brand, because home-buying is the most human thing you'll ever do." says Saad Siddiqui, Kettlebeck's marketing director.

We sent our photographer, Michelle Yee, on the field to capture the real families that call our properties home. These unfiltered images are an integral part of our marketing material to showcase the people that make up Kettlebeck communities (because we wouldn't be here without them). We also created a short film to

help share our new streamlined vision with you. In it, we open up our doors and invite you inside the houses we built that have become people's homes.

This isn't a "Real Beauty" campaign or a ploy to sell cookie-cutter properties based on what our idea of home is – that's for you to determine. Our promise is to deliver intelligent design, from the blueprint, to the construction, to that overwhelming moment when you pick up the keys and walk through the front door.



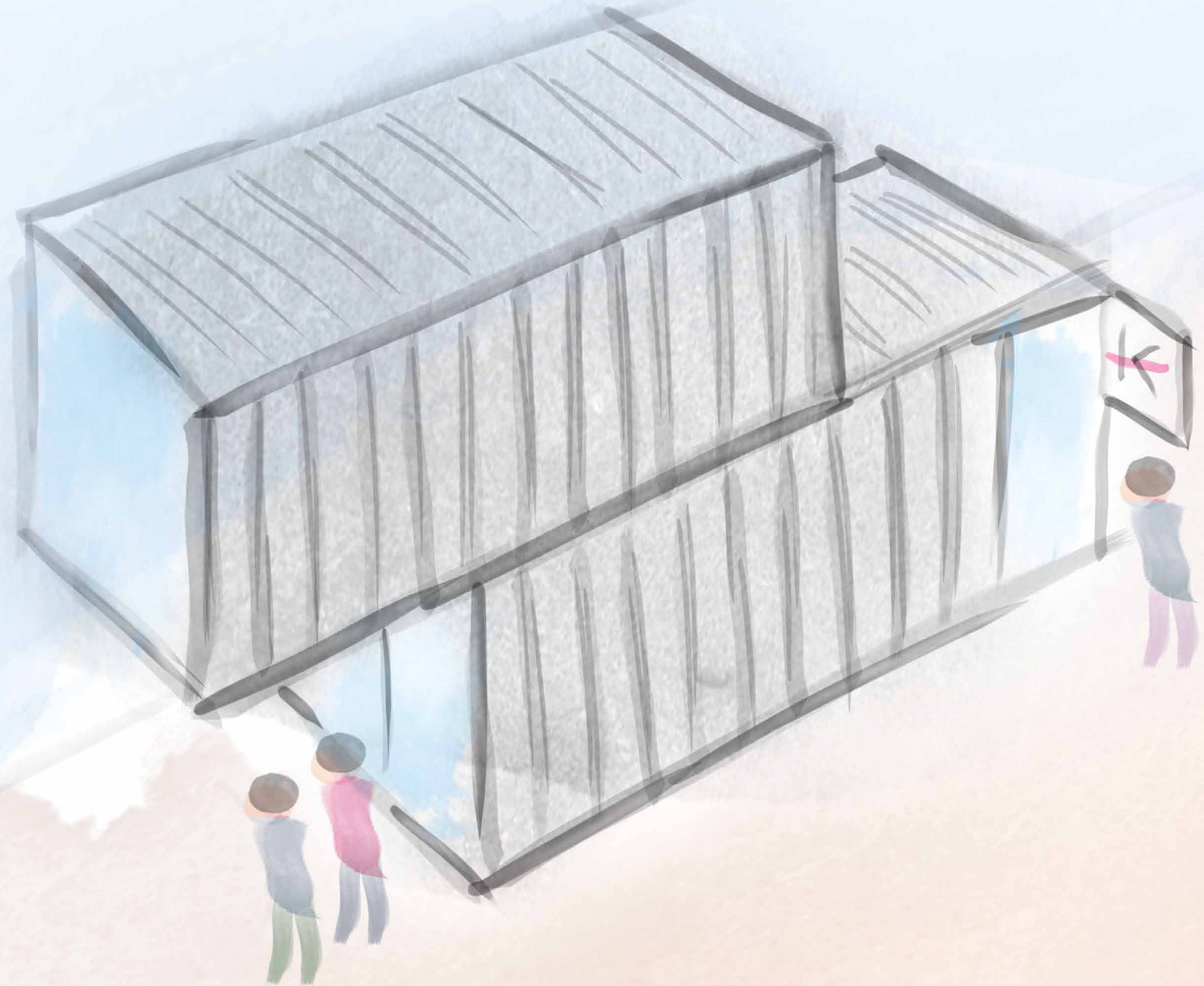


II. HOMEGROWN

# Thinking outside the box



We're taking our show of upscale custom design on the road. Kettlebeck will be travelling to future developments in a pop-up sales centre – known as K Boutique – that will be housed inside of a shipping container. Though compact in size, the sustainable and custom-built portable office will reflect the design principles and beautiful layouts found in all of our properties – that means it will be a sleek and sophisticated mobile home base. What's more, is that the intimate retail space is the perfect way to get to know us – and vice versa – and experience the luxury craftsmanship and refined details of your new home. Think of it as a pint-sized version. Because great things come to you in small packages – or at least they do now.





III. HOMEMADE

# Thinking loudspeaker

BANG & OLUFSEN

Home has never sounded like this before. The sophisticated technology behind BeoLab 90 brings a new sonic experience to every occasion – from family movie night to your house party playlist. This intelligent and wireless loudspeaker intuitively adjusts to its surroundings to deliver unparalleled clarity and range throughout the room, while its sleek, floating design functions like a modern accent piece. With a variety of settings and 360-degree sound delivery that connects to your television or smart devices, this is the soundtrack of your future home. Now crank it up.

III. HOMEMADE

# Michael Larkin

For urban planner Michael Larkin, the road to home  
is paved with good intentions – his.





President of LARKIN+ Land Use Planners Inc., Michael has been mapping out communities since he started building cities in the sandbox. "My father gave me a train set, and then I would build a town around the trains," he says of his early planning background.

Michael studied urban planning at the University of Waterloo and put his community building plans into action. After experience with Canada Mortgage and Housing Corporation and land development firms, Michael founded his namesake planning and project management firm in 1996.

It's because of the kinetic energy of his projects – and the design philosophies behind them – that Kettlebeck first approached his team to map out our unique vision of home. "What really excited me was Kettlebeck's integrity," he says of the partnership. "You're not building subdivisions, you're building communities."

With over 30 years of industry experience, Michael knows how developers frequently employ the term "community building" in marketing copy to the point where it's nearly lost all meaning. "But you can tell when a developer is sincere. And that was very evident

to me when I looked into Kettlebeck, that it was something that was heartfelt at the core." It's easy to see why the partnership between Kettlebeck and Michael's firm was a perfect match from the start. His team of planners looks for new ways to bring about change in the urban landscape that will not only build the neighbourhoods of today, but ones of the future. He also works closely with local residents to address their concerns before going forward. "To me, that's what planning should be," he says. "It's listening to people and letting them feel that they're being engaged. So the question is, 'How will communities change in a way that the public will want to see them change?'"

That's where Kettlebeck's philosophy of intelligent design enters – like a welcome homecoming. It's about working together to build homes that meet people's expectations for the communities they live in – or would like to. And there's no ready-made formula for that. "From my perspective, planning is an art that's based in science because there are technical things that need to be addressed. But it's a question of how you address them and translate what someone is looking for."

**And that's the kind of place we want to call home.**

What exactly makes a home – and where can you find it? This issue of K explores the personal notion and intelligent design of your new home, built by us.

THE HOME ISSUE

Kettlebeck

[kettlebeck.com](http://kettlebeck.com)