

smpl DESIGN
STUDIO

MEDIA KIT

905-529-7675
contact@smpldesignstudio.com
www.smpldesignstudio.com

the preeminent voice of modern residential design in North America.

smpl Design Studio is an award-winning residential design firm transforming neighbourhoods across North America. Founded 15 years ago, smpl has grown into a dynamic team of over 20 talented designers and project managers, delivering thousands of custom residential design projects. Known for their bold and unbridled perspective on modern design, the firm has garnered a passionate following both online and in the design community.

From show-stopping holiday homes to expansive estates to generational cottages, smpl Design Studio's approach skillfully integrates light and surroundings into their home designs. Each project reflects a bold vision, marrying innovation, sustainability and functionality with a deep understanding of client needs - creating inspiring spaces, as unique as their owners.

Their work has been recognized on the international stage, including being named residential designer for the prestigious Princess Margaret Home Lottery. They have received accolades and numerous design awards, solidifying their reputation as a leader in the industry. Their expertise has been highlighted in top-tier media such as The Globe & Mail, Hideaways Magazine, Designlines Magazine, and INT Design, among others.

Meet the Leadership Team pushing the boundaries of contemporary residential design...



Joel Tanner
Passionate CEO &
Creative Director



Lindsey Bruce
Director of Operations



Nicole Jacobs
Creative Director,
Interior Design



Heather McDonald
Media Contact

PROJECTS

1083 Hurling Pt



On the project site walk, our designer was captivated by a massive 55ft boulder in the middle of the lake that absolutely had to be featured into the design of this multi-generational 4-season cottage. [Read more](#)

7 Springhill



This project embraced the natural landscape of the home. We left all vegetation intact, and created a unique V shaped design that hugs the heavy forested north side of the lot. [Read more](#)

306 Lakeshore



how do you update a Midcentury Modern home without losing the charm that made you fall in love with it in the first place? In this design we built out around the existing structure, keeping iconic elements from the original build. [Watch more](#)

66 Weirs Lane



Weirs Lane is our poster project for how we envision the new work from home era. The clients gave us free reign to create their forever dream home/work studio on this phenomenal 6 acre parcel of land in Dundas. [Read more](#)

PRESS

Media

- [Archello](#) feature of [Midcentury Modern Hilltop Gem](#)
- [Designlines](#) feature about an [Oakville home that plays with light](#)
- [Our Home](#) Summer 2024 "[Home Away From Home](#)"
- [Designlines](#) feature of a [sustainable house in Dundas](#)
- [Designlines](#) feature of a [Midcentury home in Hamilton](#)
- [Hideaways Magazine](#) feature on a [modern cottage](#)
- [Globe & Mail](#) feature on a [modern home in nature](#)
- [INT Design](#) [148 Blair Lane](#)

Videos

- [306 Project Oakville, Ontario](#)
- [76 Project Ancaster, Ontario](#)
- [1083 Project Bala, Ontario](#)
- [20 Project Toronto, Ontario](#)
- [67 Project Port Rowan, Ontario](#)
- [1244 Project Ancaster, Ontario](#)

Awards

- 2024 Ontario Home Builder's finalist for 2 categories
- 2023 City of Hamilton Urban Design Awards - Award of Merit Private Building Mixed Use
- 2022 West End Home Builder's Association - Best Custom Home Design < \$5MM
- 2022 West End Home Builder's Association - Best Custom Home Design > \$1.5MM
- 2021 West End Home Builder's Association - Best Custom Home Design \$3-5MM
- 2021 West End Home Builder's Association - Best Custom Home Design < \$1.5MM

Podcast Interviews

- [Construction Life Podcast - Pushing the limits of design](#)
- [Behind the Build with Joel Tanner](#)
- Coming soon - The Business of Architecture



[INSTAGRAM](#)

39K+



[YOUTUBE](#)

1.5K+

ASSETS

Logos

[Logo Files](#)

[Brand Standards Manual](#)

Head Shots

[Joel Tanner](#)

[Lindsey Bruce](#)

[Nicole Jacobs](#)

[Heather McDonald](#)

Project Photos

[All projects are located here](#)

**Please contact Heather McDonald for specific images*

for media inquiries, please contact

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