



"The house is the sum of my professional experiences, my childhood, and everything I love"



Laurent Guez once harbored dreams of being an architect in Paris. But after studying industrial design at the city's Ecole des Arts Appliques, life led him to Montreal, where he opened branding agency Tux Creative Co. That was 10 years ago. Since then, Guez has steered nationwide advertising campaigns, designed retail pop-ups, even dabbled in music videos. The studios first residential project—and first foray into interior design and architecture proper—is Guez's own home, a ground up build in the rural village of Abercom, near the Quebec-Vermont border, completed with a technical assist from local architect Guillaume Kufucka. The four-befroom home (Guez also keeps a pied-à-terre in Montreal for work) comprises a quartet of interconnected. Offset volumes overlooking a workshop and a swimring pool on a graded, boulder-sterwen site. It's intentionally reminiscent of a farm, with a central courtyst and an outbuildings. Inside and out, Guez used materials traditionally applied to barn exteriors, like corrugated sheet metal and seamed aluminum-composite panels. (Think of a pig barn¹ he told suppliers, who'd look suitably shocked, by With the importance of the same effect as camping. Teeling a part of nature yet protected.¹
That's not to say there's no glamour. Some walls are metallic—undoubtedly the first time told suppliers, who'd look suitably shocked, by Guez demus. That of the placement of windows, Guez analyzed the trajectory of the sun across the day and throughout the seasons, modeling the way it danced sunbeam inside. He compares the effect to graphic design on walls," an apt metaphor considering fus stock in trade.

The Hoor plan, meanwhile, derives from MC. Escher's dizzying drawings of "impossifice effects and progressive discovery," the designe notes. His love of Alfred History and progressive discovery, the designe rootes, this love of Alfred History and progressive discovery, the designe rootes, this love of Alfred History and progressive discovery. The design of a second play with sight lines. From a







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Stewart spying on the neighbors, though, the voyeurism is reflexive, a circularity Escher would surely have enjoyed.)
Guez painted a salvaged freestanding tub his beloved international Klein Blue; its clear plastic shower curtain the perfect low-fi addition. In the master sulte, convention is subverted as one enters via the walk-in closed and bathroom, which then leads to the sleeping area. As for the kitchen, its open plant organized restainant-style around professional islands topped in stainless steel. Materials are industrial, with black steel prevailing. A cafe-style counter swoops around a corner below window walls, and an inset swart of Barber Osgerby Puzzle tile defines the floor like a patterned area rug. The kitchen has become the central gathering place when friends visit from his native France. That is, when it's not in use as a sought-after photo shoot location for chich canadian fashion and houseware strands.



Top, from left: Dimensional white tile backs a bathroom vanity, the mirror echoing the shape of the bath mat. Plywood, concrete, and ceramic tile mix in a chicly industrial shower stall. Battom: One must pass through the airy bathroom to occess the master suite.

_RURAL redux



in the mix

