

ART OF BALANCE & DESIGN

An award-winning principal designer, she is known for refined, well-curated interiors through her Toronto-based studio, Jessica Cinnamon Design Inc., which offers bespoke design services across Canada and the United States.

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Photos by Stephani Buchman, www.stephanibuchmanphotography.com







A well-designed home is about how it feels to live in. The best spaces support daily life, from gathering to unwinding. Starting with people, not finishes, creates interiors that function and evolve. Balance comes from proportion, flow, and subtle repetition, resulting in homes that feel natural, cohesive, and quietly supportive.

Aim for balance, not perfection. Pair structured pieces with organic ones, like a tailored sofa with a wool throw. Focus on texture over pattern and use negative space intentionally. Editing matters as much as styling, and restraint gives a room longevity.

Good design is emotional. Before choosing finishes, consider how you want a space to feel. Calm, energizing, or warm. As homes serve many roles, that clarity matters. Scale shapes comfort, as pieces that are too large overwhelm and those too small feel unresolved.

Lighting is one of the most transformative tools in a home. Natural light matters, but layered lighting adds flexibility. Pendants provide structure, sconces add warmth, and lamps create intimacy. When planned early, lighting helps a space transition from morning to evening.