

Project: The Mezzo Condo Real Estate Project Brochure (2017)

The brochure is designed to showcase the Mezzo real estate project and its vibrant neighbourhood to the potential buyers.

Client: WestOak Development
Disciplines: Brochure Design



THE MEZZO

Mezzo is an Italian word used to describe the pitch of a singer's voice as being neither high nor low, rather the pitch of a mezzo voice is located perfectly in the middle. We use the term 'mezzo' to capture our vision for Edmonton's newest landmark, our luxury residential tower in the middle of Edmonton's most popular neighbourhood of Old Strathcona. Old Strathcona is a combination of artistic, creativity and historic character that combine to create Edmonton's most vibrant community. WestOak used this vibrancy as inspiration, combining timeless design and modern luxury to give you Edmonton's newest landmark: The Mezzo.

Catch you at 82

82nd Avenue (Whyte Avenue) is the cultural and artistic heart of Edmonton. The Mezzo's premier location delivers your ultimate urban lifestyle with street side cafes, bistros, restaurants, theatres and fresh food markets offering work class dining and entertainment experiences.

The Mezzo Show Suite
811 105 Street NW
Edmonton, AB, T6E 6J9

The Mezzo Location
10506 81 Avenue NW
Edmonton, AB, T6E 1X8

The unconventional is calling.

The Mezzo draws inspiration from Old Strathcona's history, yet points toward the future with a playful and engaging tower.

— Roland Rom: Cobbitt RAW Design

The modern lobby welcomes you with warm wood, textured concrete and stone, and plush seating along a linear fireplace emblematic of the warmth that radiates throughout Old Strathcona.

People shape places and places shape people, and that is why we designed the Mezzo as a place to empower you. Find rest, reflection and inspiration, and create your best life at the Mezzo.

To experience the luxury finishes and materials of the Mezzo, please book an appointment to join us at our presentation centre for the full immersive experience.

Email: sales@themezzo.ca
Phone: 780.887.9328

Life in Old Strathcona

In Edmonton, there's no place quite like Whyte Ave. This community's historic buildings, colourful shopping destinations and thriving arts scene offer a lifestyle unlike any other in the city.

Edmonton's Best Shops

One of a kind boutiques, trendy brunch spots, pub-style patios, quaint cafes—Old Strathcona boasts more than 400 of the city's most popular shopping and dining options.

Vibrant Farmers' Market

Get fresh, in-season produce over roasts at the Old Strathcona Farmers' Market. Find unique flowers for your next noisep while supporting local farmers and artisans.

Festival Central

Feisty yourself a theater fanatic, art lover or outdoor enthusiast? From the Fringe to the Whyte, Old Strathcona offers festivals for everyone, all year long.

River Valley Adventures

Head 5 minutes north and you'll find a beautiful Kananaskis Park. As North America's largest urban green space, Edmonton River Valley is the ultimate outdoor escape for jogging, cycling and water sports.

Minutes from U of A

Drive 5 minutes west and you'll reach the University of Alberta, an energetic academic complex. From there, you can LRT to hot spots like Southgate Centre, downtown Edmonton and Commonwealth Stadium.

All at one address

On the second floor, an expansive wifi lounge offers space for relaxing and connecting with friends in addition to a boardroom and business centre area when working on your latest projects.

In the social party room, inviting kitchens and seating areas promise lively dinner parties and game nights. Meanwhile, gym-goers of all capabilities get their sweat on in the state-of-the-art fitness studio. As you head to one of the expansive outdoor lounges, a bid-back patio hosts summer barbecues and cocktails.

- 2nd Floor Wifi Lounge
- 1700 Floor Party Room
- Ground Floor Multipurpose Room/Basketball Court
- 16th Floor Fitness Room

westoak.

As a community-minded Edmonton developer, we bring a new perspective and flavor to our city's multi-family real estate scene. Inspired by our contemporary, balanced and local-focused options, our team mindfully works to deliver what's missing in the market.

We believe in reducing urban sprawl, while meeting the needs of residents and businesses through deep consultation and extensive research. Our real estate developments bring modern residences together with leisure, retail and commercial space to create healthy, thriving places to call home.

With passionate involvement in the City of Edmonton's Infill Action Collaborative and numerous CMA efforts, we're proudly trailblazing a new approach to the business of creating stronger, spirited communities.

WestOak Development
8111 105 Street SW
Edmonton, AB T6E 6J9
Phone: 780.887.9328
Phone: 780.887.9328

Marshall Titmore Architects
1140 Jasper Avenue NW, Suite 200
Edmonton, AB, T6E 6G5
Phone: 780.493.5330
Phone: 780.493.5330

CHL Interior Design
1745 West 44 Avenue, Suite 400
Edmonton, AB, T6E 6E5
Phone: 463.465.9613
Phone: 463.465.9613

Graham Construction
20421 17 Street SW
Calgary, AB, T2Z 3B6
Phone: 403.276.0000

RJC Engineers
10010 Jasper Avenue, Suite 200
Edmonton, AB T5J 1P9
Phone: 780.424.2123

SIF Asset Management Group Inc.
4111 Lakeshore Blvd. SW
Edmonton, AB T6E 1S4
Phone: 780.424.2123

RAW Design
117 Adelaide Street West, Suite 401
Toronto, ON M5H 1P9
Phone: 416.593.9727
Phone: 416.593.9727

Starlec
4000 112 Street NW
Edmonton, AB T6E 2E4
Phone: 780.457.7000
Phone: 780.457.7000

Cycorp
4112 161 Street NW
Edmonton, AB T6E 4B9
Phone: 780.480.6700

Williams Engineering
10010 Jasper Avenue, Suite 200
Edmonton, Alberta T5J 1P9
Phone: 780.424.2123

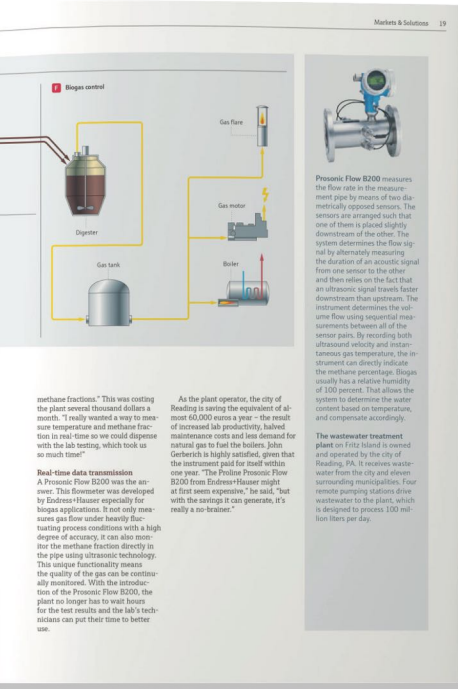
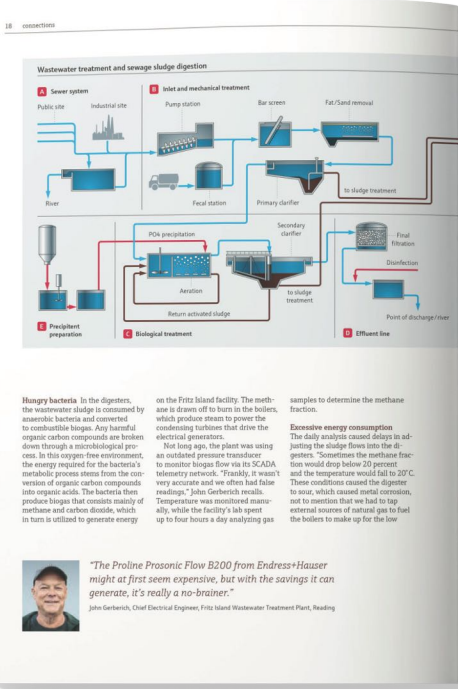
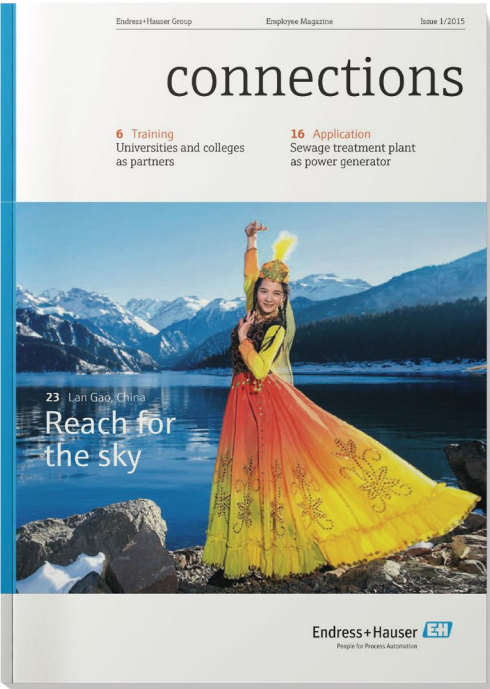
Travellers Insurance Canada
10000 Jasper Avenue, Suite 200
Edmonton, Alberta T5J 1P9
Phone: 780.424.2123

The Mezzo Project Team

Project: Endress+Hauser Group Employee Magazine 2015 Issue 1 English Version (2015)

The corporate employee magazine design completed during my internship in Germany for Endress+Hauser AG.

Client: Endress+Hauser Group
Disciplines: Magazine Design



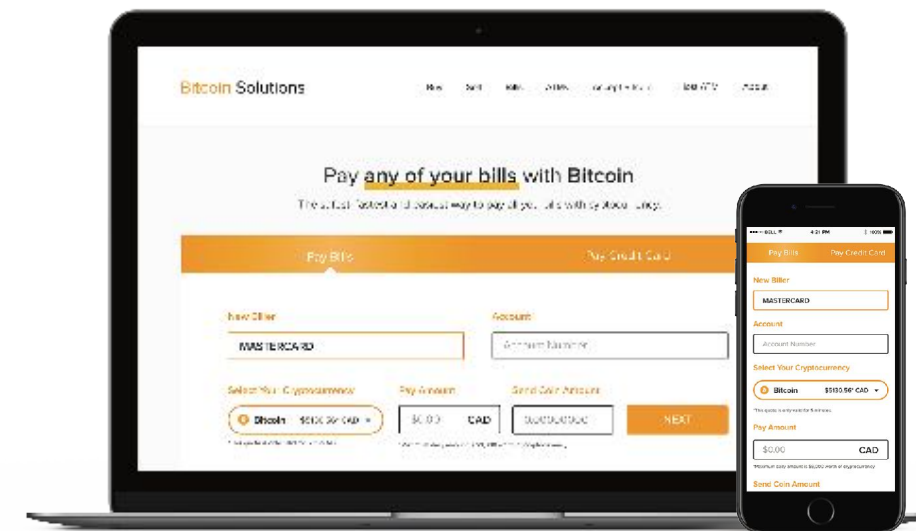
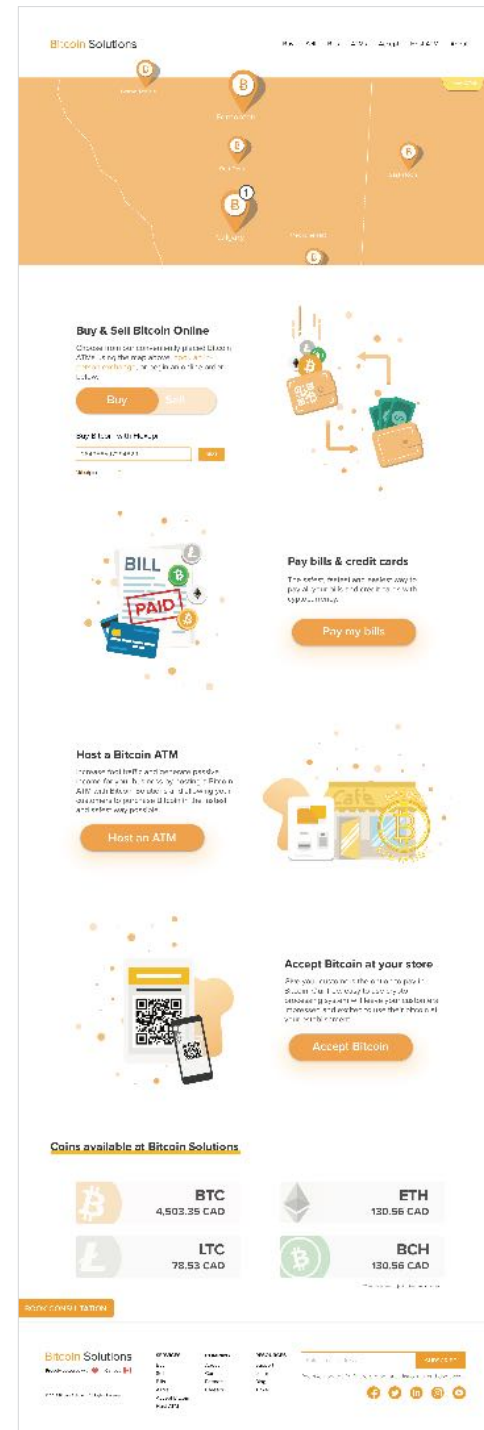
Project: Bitcoin Solutions Website Revamp (2019-2020)

Bitcoin Solution website complete revamp. New service/product design: Bill payment service, Bitcoin Processing System. See www.bitcoinsolutions.ca for more details.

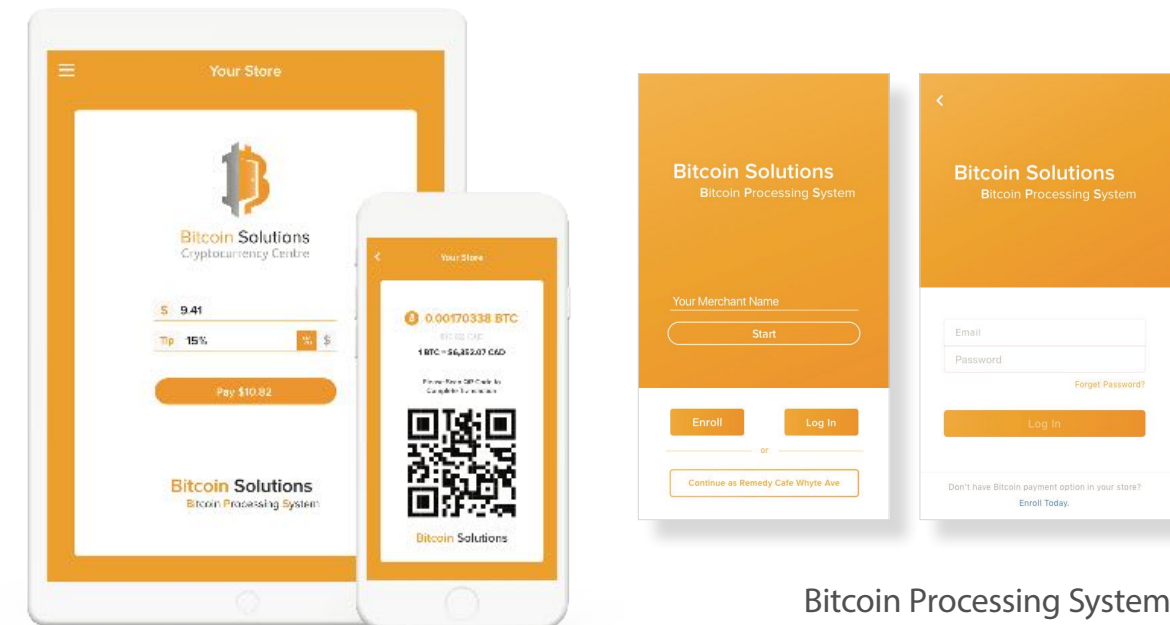
Company: Bitcoin Solutions (Edmonton, Canada)

Disciplines: Graphic Design, UI/UX Design, Web Design, Product Design.

Collaboration: Product Development Team



Bill Payment Service



Bitcoin Processing System

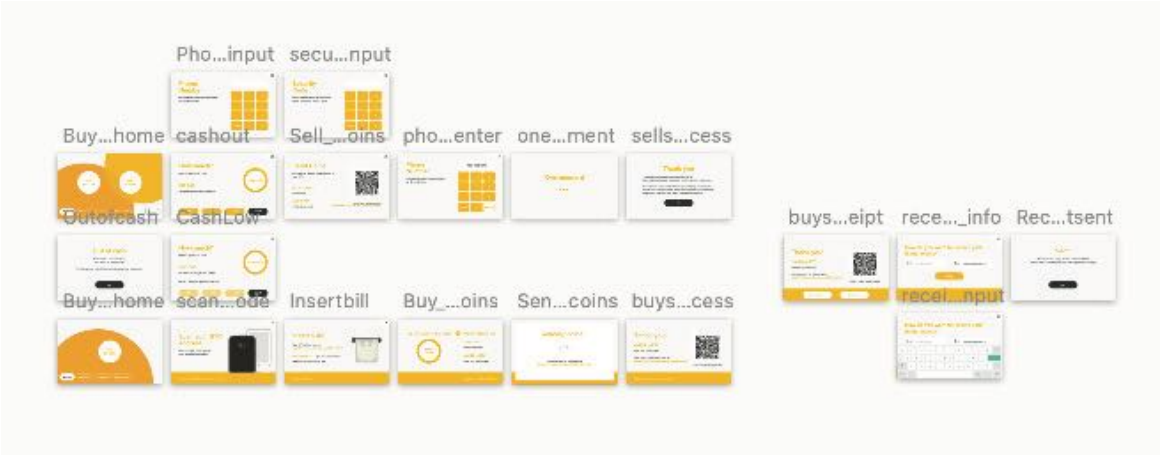
Project: Bitcoin Solutions ATM UI/UX Redesign (2019-2020)

Redesign the user interface to align with company branding, optimize the user experience, and add security features.

Company: Bitcoin Solutions (Edmonton, Canada)

Disciplines: Graphic Design, UI/UX Design

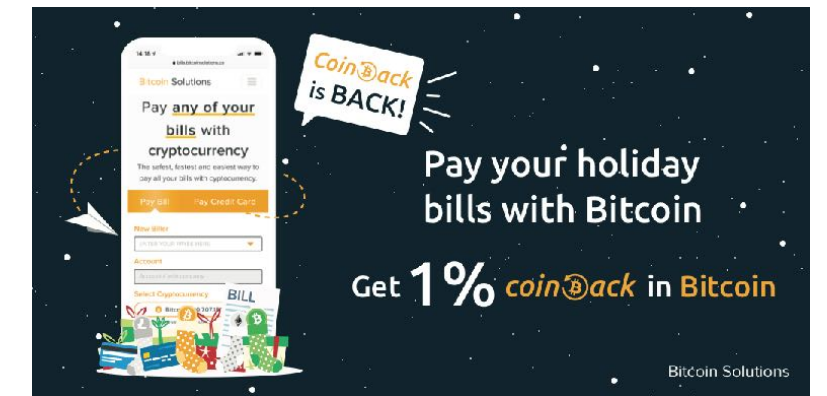
Collaboration: Product Development Team



Project: Bitcoin Solutions Web & Social Media Graphics (2019-2020)

Company: Bitcoin Solutions (Edmonton, Canada)

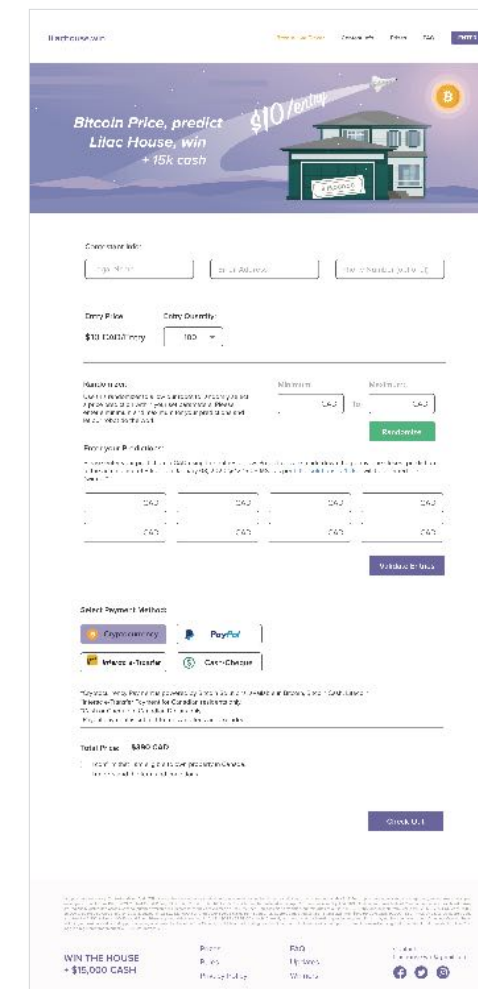
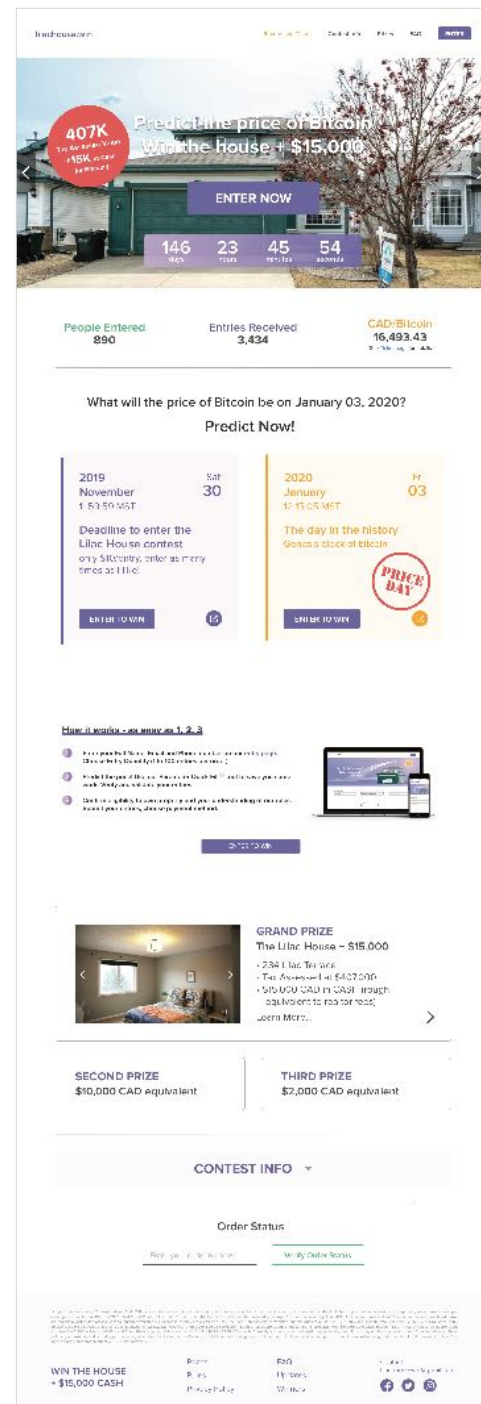
Disciplines: Graphic Design



Project: Lilac House Contest (2019)

Lilac House Contest was the world's first Bitcoin Price Prediction contest. A house & cash prizes will be awarded to the contestants with the closest price prediction.

Disciplines: Graphic Design, Web Design
Collaboration: Product Development Team

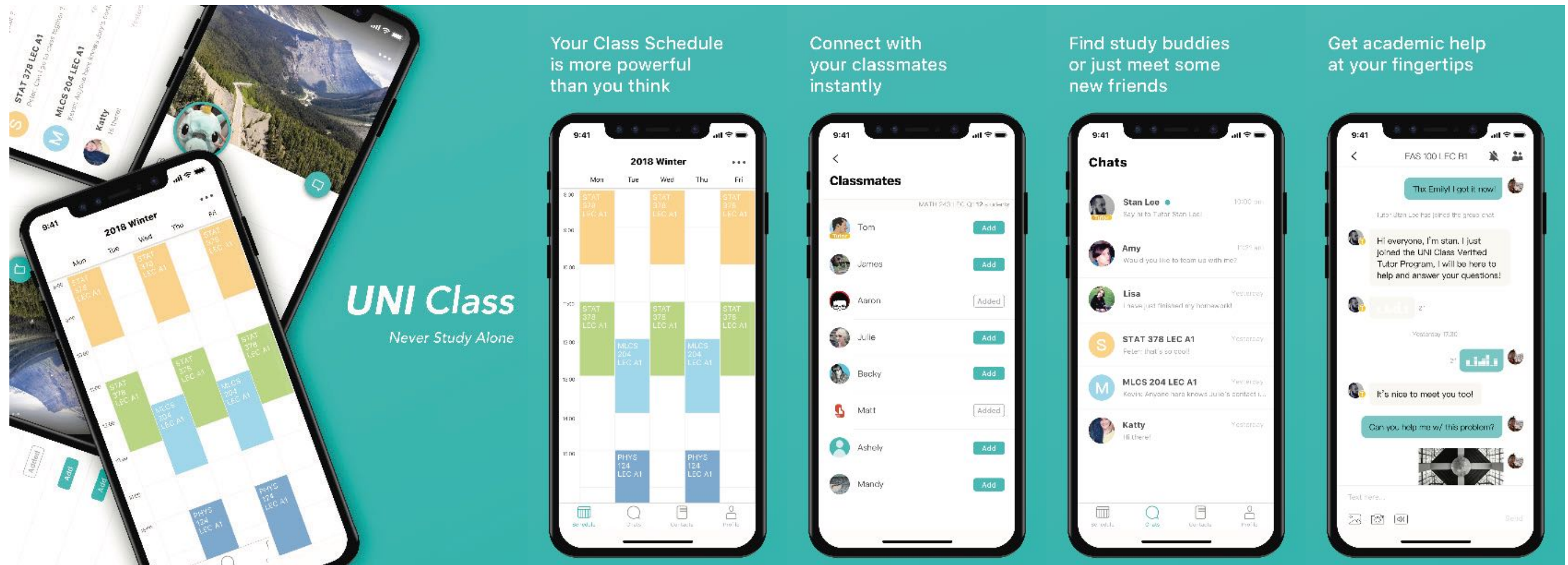


Price Prediction Page

Project: UNI Apps and UNI Class apps (2017-2018)

UNI Class app connects students in the course based chat groups through class schedule. Helping students to connect with classmates easily, find study buddies and meet new friends. A great platform to get academic help from tutors or peers.

Company: Union Technologies Inc. (Edmonton, Canada)
Disciplines: Product Design, Web UI Design, App UI/UX Design
Collaboration: YIngnan Qi, and Product Team



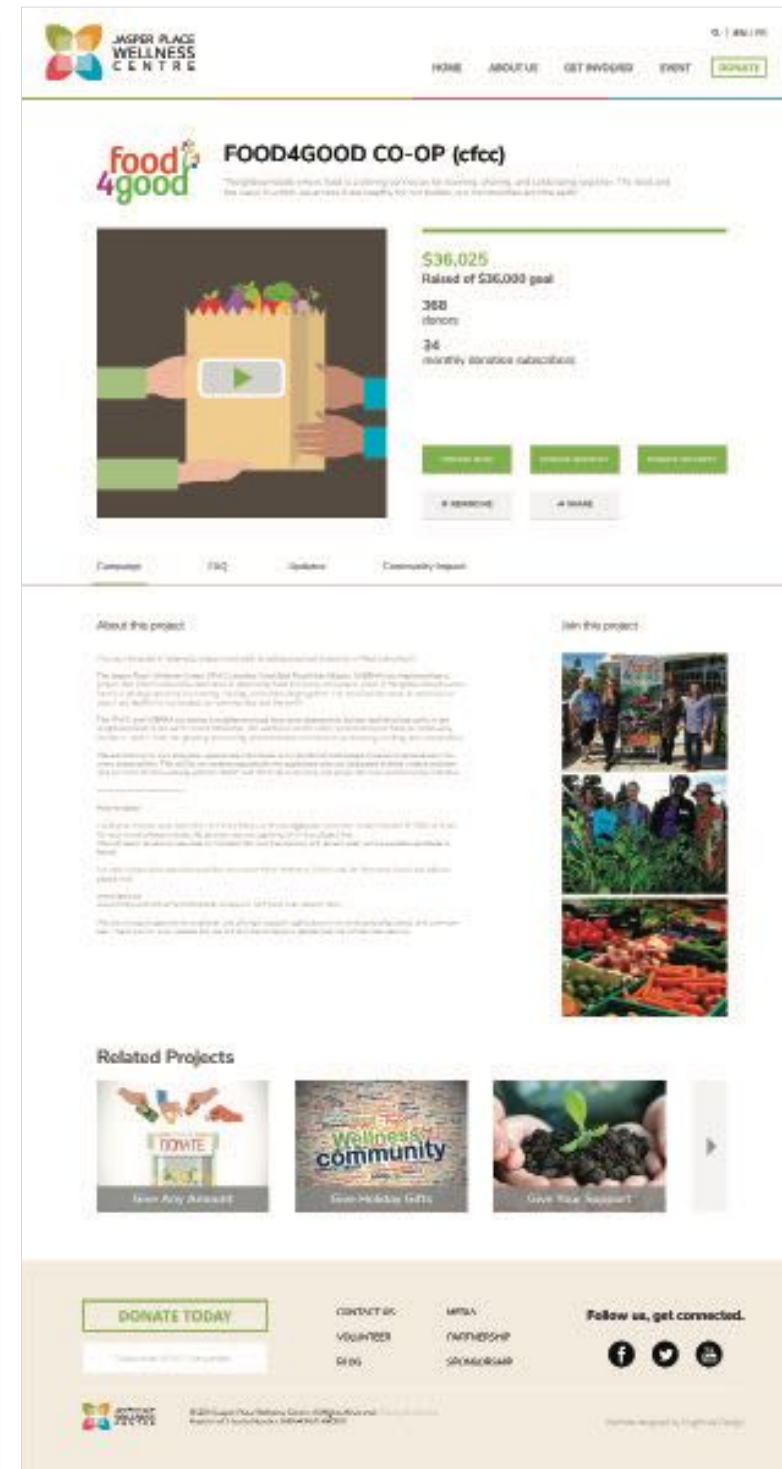
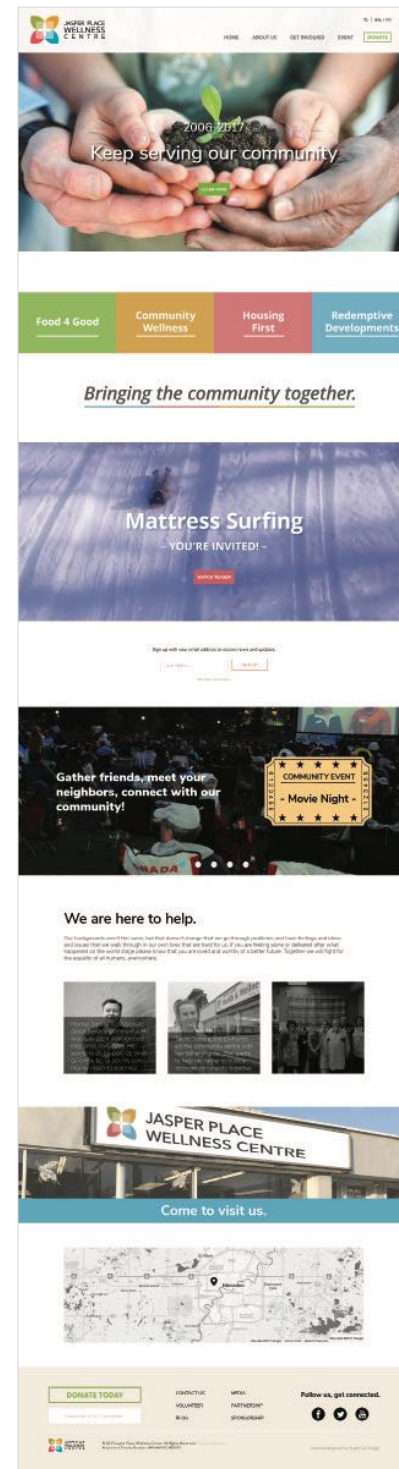
Project: Jasper Place Wellness Centre Awareness Campaign (2017)

Awareness campaign for Jasper Place Wellness Centre. An events program integration plan to bring the community together and to help the community get united and grow sustainably.

Client: Jasper Place Wellness Centre (Edmonton, Canada)

Disciplines: Web UI Design, Interior Design, Visual Communication Design, Videography, Digital Marketing

Collaboration: Tanisha Kotowich, Carina Ludgate

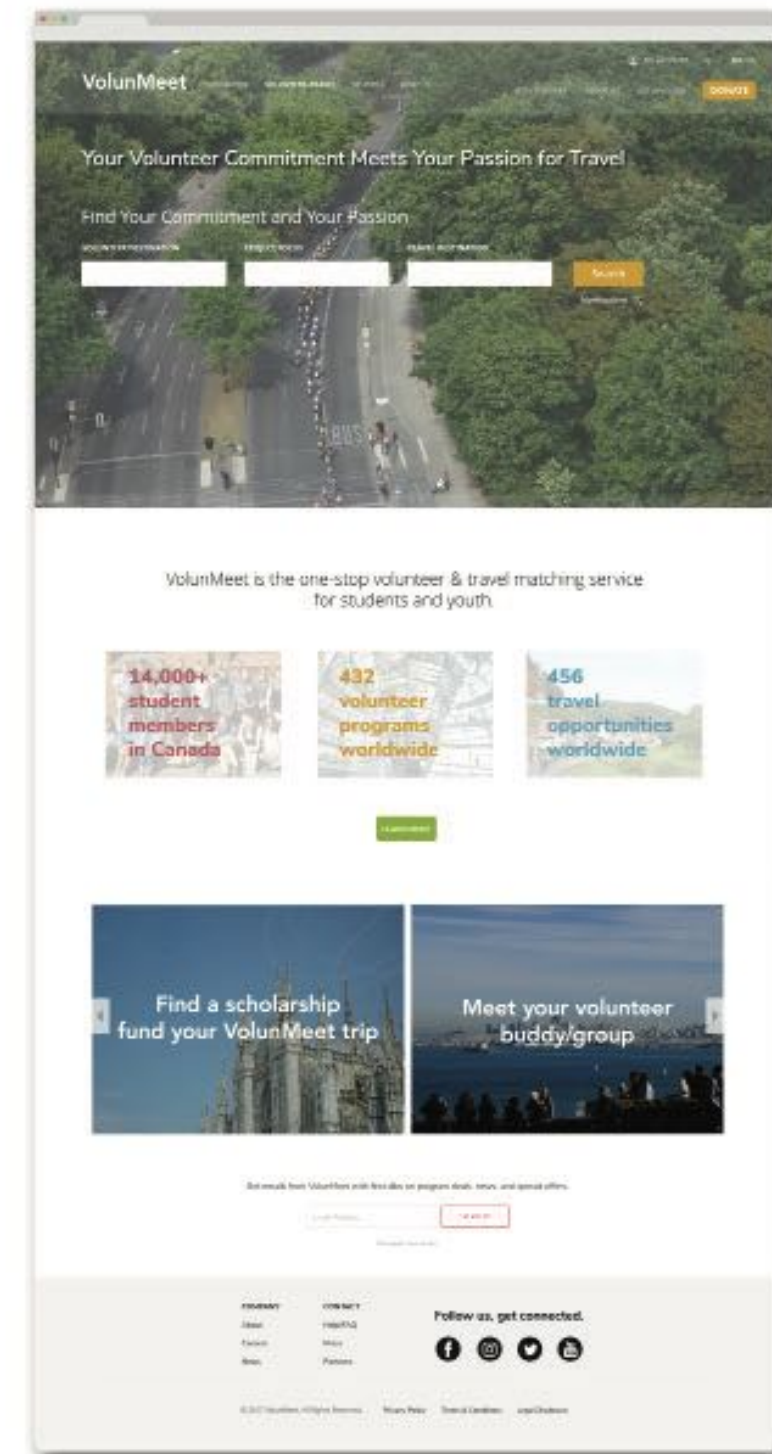


Project: VolunMeet Website (2017)

Web design for VolunMeet, a web-based platform that offers a quick, easy and efficient matching service for post-secondary students to locate any volunteer programs of their interest with an optional tourism component.

Client: VolunMeet (Startup Company)

Disciplines: Web UI Design



Project: CloudGrow Smart Planting Assistant (2015)

CloudGrow is a lifestyle brand that embodies the sustainability of urban agriculture and enriches people's lives through healthy living and eating.



Client: CloudGrow (Startup Company)

Disciplines: Brand & Identity, Product Design, Web UI Design, App UI Design, Visual Communication Design, Digital Marketing

Collaboration: Damian Sokolowski, Elim Yang, Xiaohe(Haley) Xue



Project: Rocky Mountaineer Travel App (2014)

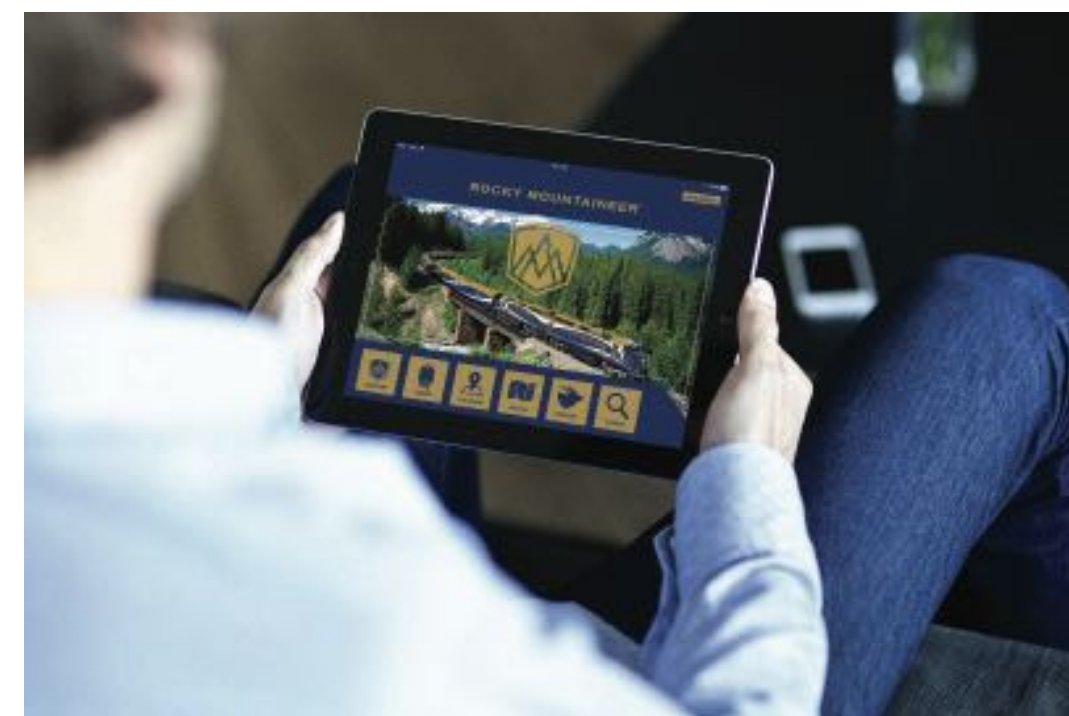
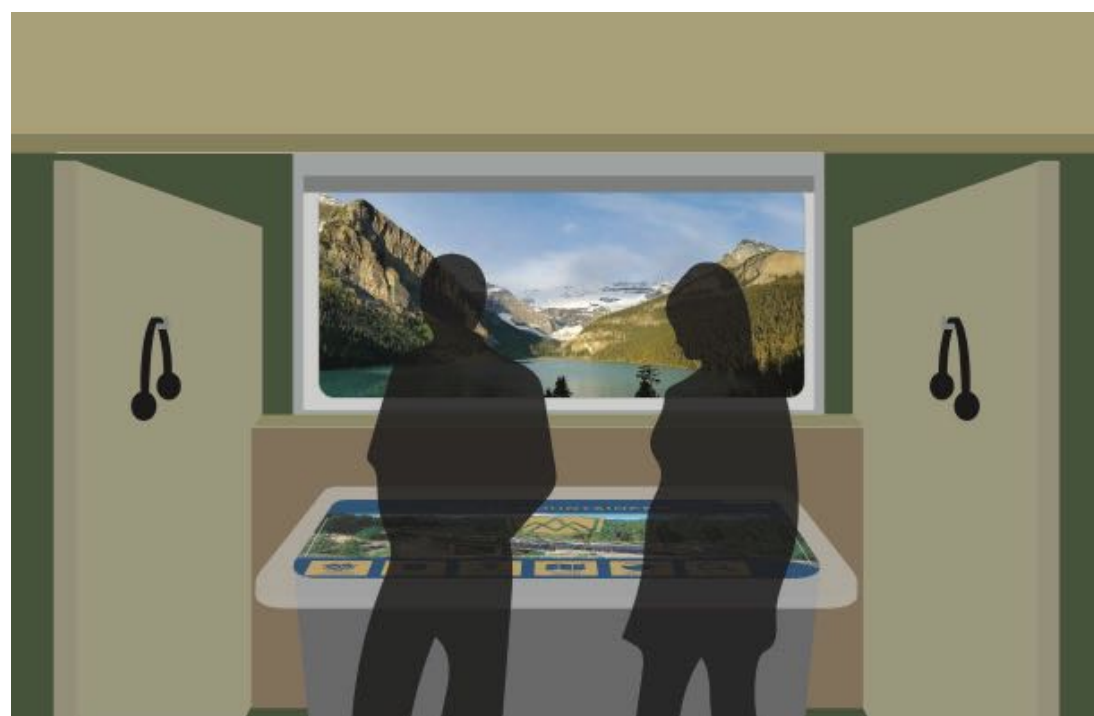
A mobile application designed for Rocky Mountaineer railway journeys with experience directory, travel guide and entertainment system.



Client: Rocky Mountaineer (Vancouver, Canada)

Disciplines: Product Design, App UI Design, Interior Design

Collaboration: Elim Yang



Contact Info

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