

CANADIAN HOUSE & HOME

DESIGN NEWS

An Interview With Jennifer Reid

August 15, 2011



Gwen McAuley



<http://houseandhome.com/sites/houseandhome.com/files/images/1-makinghouse.jpg>

When Jennifer Reid (<http://www.barlowreid.com/>) and husband Chad Kulchyski won W Network's 2010 Expert Search competition (<http://experts.wnetwork.com/>), they had no idea what they were in for. Well, they knew the prize included a development deal with W Network for a new show, but they didn't realize how fast things would progress from there. Their new show, called Making House (<http://www.wnetwork.com/Shows/Making-House.aspx>), premiered in June, chronicling the renovating adventures of the design-savvy couple (Jennifer is an interior decorator with Barlow Reid Design <http://www.barlowreid.com/>) and Chad is a contractor).



<http://houseandhome.com/sites/houseandhome.com/files/images/2-makinghouse.jpg>

Undertaking a huge reno and a 600-square-foot addition is pretty stressful, so imagine throwing four kids in there, plus a camera crew following the couple's every measurement, glitch, mistake, trip to The Home Depot along the way!

In the middle of it all, a team from House & Home made it out to their midtown Toronto home to photograph the space for our Makeovers special issue (<http://houseandhome.com/node/2042501>), on stands today, August 15th. Amidst filming, unpacking, and posing for portraits, Jennifer Reid found time to chat with me about the renovation, her family's new space, the H&H photo shoot, and what she learned from it all.

GM: What were your expectations before the photo shoot?

JR: I just wanted to make sure everything was perfect. You never know what people are going to think when they actually see the finished space. It was pretty nerve-racking, but I tried to not have any expectations at all.

GM: How did you prepare the house for the photo shoot?

JR: I just tried to make it more welcoming. I tidied the foyer, added plenty of fresh flowers, things like that.



<http://houseandhome.com/sites/houseandhome.com/files/images/3-makinghouse.jpg>

GM: What did you want to come through in the photos and the magazine story?

JR: I really wanted readers to see that it's a family-friendly space where kids feel comfortable, but also a fun, modern space.

GM: What was the most stressful part of the photo shoot?

JR: I was actually worried that what I saw in the space wouldn't come through in the photos. But the final photos actually looked better than I expected — thanks to the wonders of professional lighting!



<http://houseandhome.com/sites/houseandhome.com/files/images/4-makinghouse.jpg>

GM: What did you like most about the photo shoot?

JR: I loved showing Suzanne Dimma around the house and seeing her reactions to things she hadn't seen before, like the CaesarStone waterfall countertop, greyed red oak floors, and hand-graded backsplash — pictured above — which Suzanne featured in her June 2011 editor's letter.

GM: Filming for TV must be different than setting up for a magazine photo shoot. What have you learned along the way?

JR: I was surprised to learn the amount of time taken to set up for a photo shoot: the crew, the lighting, the accessories, the styling — it took a while!

GM: What's something you've learned from the whole reno/addition experience?

JR: No matter what your timeline is, expect it to take longer. No matter what your budget is, add 10% more for unexpected costs along the way.

GM: If you could go back and change something about the reno, what would it be?

JR: Maybe the kitchen cabinetry. I wish we had gone more modern. They're gorgeous white Shaker cabinets, but now that all the finishes are pulled together, I think an edgier choice would have worked better. The cabinets were the first thing we chose, so maybe it was too spontaneous. I would advise homeowners to set a clear vision of how they want the house to look before they begin. As they go along, they should follow those set design decisions to stay on track.



<http://houseandhome.com/sites/houseandhome.com/files/images/5-makinghouse.jpg>



<http://houseandhome.com/sites/houseandhome.com/files/images/6-makinghouse.jpg>



<http://houseandhome.com/sites/houseandhome.com/files/images/7-makinghouse.jpg>

To see all the photos from the renovation, pick up our Makeovers special issue (<http://houseandhome.com/node/2042501>), on newsstands today. And tune in to Making House (<http://www.wnetwork.com/Shows/Making-House.aspx>) on Tuesdays at 8:00 p.m. EST.

Photo credits:

1-2. General Purpose Pictures Inc (<http://www.generalpurposepictures.com/>).

3 (top), 4 (left), 5 (left). Jennifer Reid (<http://www.barlowreid.com/>)

3 (bottom), 4 (right), 5 (right), 6-7. House & Home Makeovers 2011 (<http://houseandhome.com/node/2042501>) issue, photography by Angus Fergusson (<http://www.angusfergusson.com/>)

Original URL: <http://houseandhome.com/blogs/house-home-daily/interview-jennifer-reid>