

# “Passion...”

edge of  
**EOA**  
architecture

*is probably the most valuable contribution one can give to a common effort. When working on a hospitality project, complete personal investment is required if one is to achieve an elevated level of offering”*

While walking with Stan and Rafael through the project for the first time I realized that, as a team, they were certainly not lacking passion. As an owner, Stan methodically scrutinized plans, questioned convention, and sought alternate opportunities - visibly thirsty for newness, for a sense of place, for a sense of amazement. He inspected crown mouldings, assessed threshold opening dimensions, and challenged relationships between interior and exterior spaces.

The team, undaunted, responded with equal enthusiasm, freely offering ideas while actively feeding a creative machine. It is this uncompromising optimism, this appetite for experiential adventure, that we are truly, truly thrilled to be a part of.

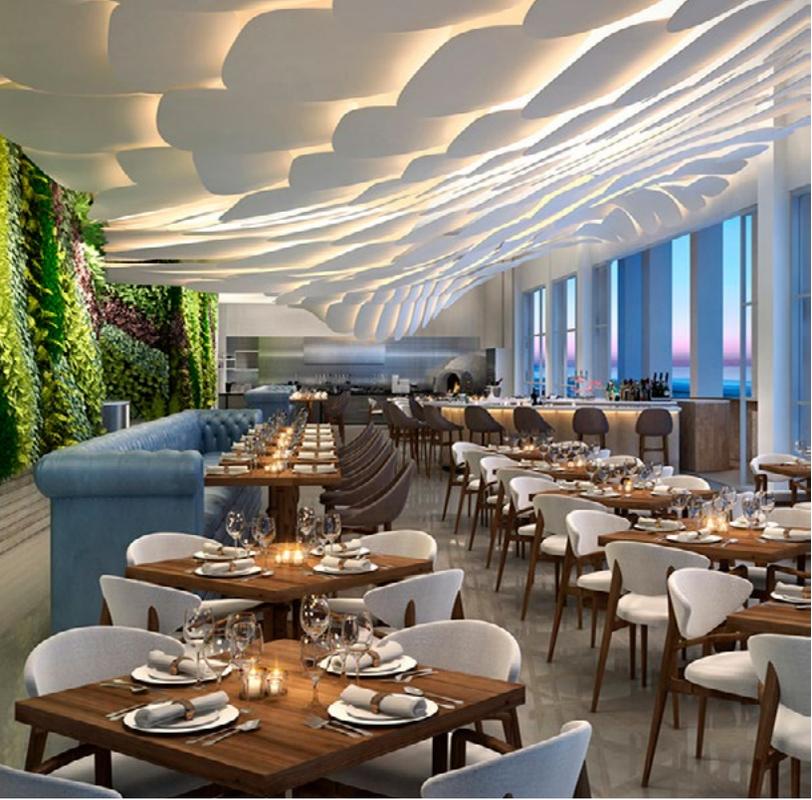
THE  
**SHORE CLUB**  
ON LONG BAY BEACH

[www.TheShoreClubTC.com](http://www.TheShoreClubTC.com)

THE SHORE CLUB IS PLEASED TO ANNOUNCE

*Malcolm Berg*

APPOINTED INTERIOR ARCHITECT



We  
Believe

in taking Architecture and Design to the edge, in exploring and unifying the boundaries of all the design disciplines which shape our surroundings and populate our senses. We believe Landscape, Art and Architecture are meant to establish dialogues that are not only visual, tactile and generally sensorial, but also inextricably emotional. We aim to blur the conventional margins denoting interior and exterior spaces, to embrace literal and theoretical thresholds and apply them in a fluidly cinematic experience. We offer a comprehensive approach to project ideation, design and execution. Each project is unique, as is every client, therefore our process is routinely adapted to specific situations – our consistency lies in the delivery of projects which are exemplary, which not only realize but rather exceed our clients' programmatic needs and visionary expectations. in every project.

“There's  
a story

The story is not about the Architecture, nor about the furniture or the artwork. It is about the dialogue, about the synergy created by disparate components in any landscape. It is about cinematic envelopment, about sensorial stimulation - about creating a mental image of a liquid moment. To that end I founded Edge of Architecture, to bridge the gap between disciplines, to bring the focus back to narrative, to the human element - and to the intimate relationship people ultimately have with their environment.”

