

# LIVING LUXE

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about work, love and life

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# LA VIE EN ROSE

Diana Balanyuk, of Diana Rose Design,  
on realizing the beautiful life.

By Lydia Dumyn

You might say designer Diana Balanyuk approaches her work from the inside out. As the creative director and CEO of architectural and interior design firm Diana Rose Design, Diana prioritizes her clients as both the object and inspiration of every project. “Our design process begins within the first minutes of meeting a new client, when I start to see their personality peek through the façade. From there, I explore their goals, layering in lifestyle, personal aesthetic preferences and timely trends within the context of the space,” she explains. “To me, good design is more than just ‘skin deep.’ It must enhance its owners’ lives on a more profound level.”

This strategy has served Diana’s clients well, since launching her Markham, Ont.-based design firm back in 2012. Renowned for conceptualizing and creating original, luxury interiors, her professional involvement begins during the construction phase to ensure the home’s architecture and interior are in alignment with its owner. “Understanding the client is the foundation of every design,” she says.

Despite her understanding of each client, Diana also has a respect for the physical structure and its intricacies. “My clients’ homes, much like their owners, each have their own unique personality,” she says — a character, if you will, that helps guide the direction of the design process and the destination.

Of course, Diana’s work is also a reflection of her own journey through life and around the globe, from her birthplace of Kazakhstan

to travels through Europe where her proclivity for beautiful things led her down the path of interior design, on which she forges ahead and carves out her own distinct niche.

Diana is respected for her intelligent integration of architecture and interior design, with a design philosophy that features a refined use of materials and strong silhouettes. Her inspiration comes not only from the client, but a culmination of the “home of the home,” as she explains it — the location and environment of each project. Her designs serve to enhance the natural landscape, with an integration of exterior and interior in one cohesive whole.

From vision to built form, Diana’s work is highly curated and consciously deliberate. Behind the scenes of each project and her broader business, she gives credit where it’s due: to her team of designers and vetted craftspeople, whose approach is as tailored as each design, helping realize her bespoke visions.



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“Relationships are everything in this business,” she ruminates. “From connections with the client, to the environment, and the skilled trades who help to bring the overall dream home to life. It’s all about teamwork and collaboration — truly a labour of love for all.”