



VILLAGE LIFE

STEP INTO CHAIRMAN'S STEAKHOUSE // DEMO KITCHEN IN ACTION
WESTMAN VILLAGE READS // SUMMER IS HERE // 5 VINES

• SUMMER 2019 •



Table of Contents



FITNESS + SUCCESS

Mode Fitness Studio's pulse in Westman Village



//5

Faces of the Construction + Safety Team



CHAIRMAN'S STEAKHOUSE

Elevate the senses and become transported into another world



//10

Westman Village Reads



HOA

Mahogany's Homeowners Association



//13

Sphere Optometry



5 VINES

Family owned + operated Wine, Craft Beer + Spirits



//15

Village Innovations

I Level Design Demo Kitchen



SUMMER EVENTS

Calgary summers are filled with all kinds of activities & entertainment.



Jay Westman
Chairman and CEO

DEAR NEIGHBOUR,

Summer is finally here! The sun is shining and our landscaping is nearly complete! Westman Village is feeling vibrant and really does have that “cool factor.” Right on the banks of Mahogany Lake, the beaches are looking very inviting this time of year. Westman Village is a true resort community.

Our construction team has been working around the clock to landscape the fountains and courtyards in Calligraphy and Journey Club and the results have exceeded our expectations! Final paving is set to be completed by the end of summer, finally an end to the dust!

Take a midnight stroll and you will see what I mean – the fountains look stunning in the moonlight.

We have over 500 residents living and enjoying life at Westman Village! Our condo boards have been formed and our neighbours are becoming friends, and our friends are becoming family. They are walking through the courtyards and enjoying a drink at HQ Jazz Lounge, listening to our

very own Justine’s sultry tunes Thursday to Saturday. Chairman’s Steakhouse, Calgary’s most anticipated restaurant is now open; an ode to Old Hollywood and the Rat Pack, this place oozes coolness! Village Centre now has bicycles for our residents to rent, including a tandem bike – what a sight to see! Our retail family members have opened their doors! From doctors and dentists to ice cream and craft beer and wine to delicious food. Our street is buzzing and we will be announcing our final partners coming soon.

Lastly, Journey Club – the finest senior’s residence in Alberta is thriving! We have over 60 residents living or moving in this year! That building is hopping! From personalized activity calendars, to open houses and a celebration of our first anniversary, Journey Club is the place to be.

Looking forward to meeting you at the Village.

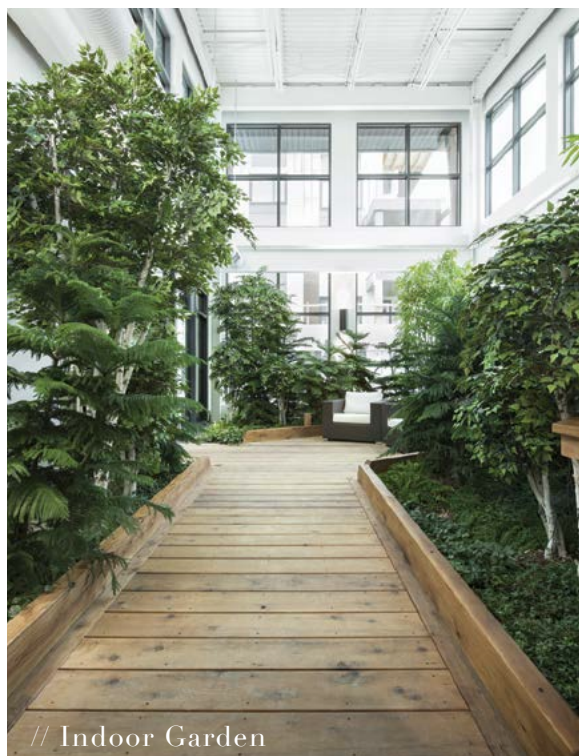


Live your best life

Explore Westman Village



// Demo Kitchen



// Indoor Garden



// Terrace



MODE

FITNESS STUDIO



FITNESS + SUCCESS

Amanda Kelly is the leading force of Mode Fitness in the Village Centre and she's had her fingers on the pulse of Westman Village and on the larger fitness world. In the past year and a half she's seen not only the extent of new fitness trends but also some inspiring stories amongst the fitness lovers of Mode.

"Classes are getting busier at Mode because our community has really come together. When you walk into Mode you are greeted by clients and staff alike...it is like walking into 'Cheers'! With the summer weather here, clients are loving spin and barre since they are non heated. A lot of our clients are training for marathons and use spin class for their days off. We see a ton of athletes in our yoga classes too –the infrared heat is so good for muscle recovery."

Barre is the current craze taking over the fitness world, which has a dance origin. Barre in ballet is fitness and warm up exercises specifically intended for dancers, so when barre is translated into an exercise context the movements are reminiscent of that art form.

Exercisers hold onto a long supported bar which provides a balance point to isolate virtually any muscle group with great precision, so people can use their body weight to work on tone, core strength, and balance.

"We offer two types of barre classes at Westman Village. Barre HIIT is a more intense class using cardio bursts to get your heart rate up – think aerobics! Barre Sculpt has no cardio, and is great for clients looking for a lower impact, equally as beneficial workout. In barre we use weights, pilates balls, resistance bands, and sliders to engage every muscle in the body. Barre is literally the hardest workout you've ever done. It's brand new and people sometimes underestimate it. We get some really strong men coming to Barre because the repetitive movements burn out the muscles to exhaustion and we find unique ways to engage the small muscles in the body that get overlooked in a lot of heavy weight training programs."

Aside from the hot new thing, Amanda and the Mode team have been leading the fitness charge for Village residents and other South Calgarians via more established classes like spin and yoga. Those standards have gained enough traction as the Village and Centre have grown that regulars and members have not only had great, storybook success but have in a few cases started teaching classes to harness their newfound passion and dedication.

"We have a few spin teachers on our schedule who started as clients and turned their passion into a job. The community at Mode, especially the family members of Westman Village, make

our studio so welcoming and the support encouraged these people to chase their dream and teach."

What makes Mode different is the fundamental belief that movement isn't just about weight loss or changing your body. Mode has become an obsession for many clients, most coming four times a week! "we've had a couple people now who come to Mode that have lost a bunch of weight. One lady has lost 60 pounds since she started attending classes in February!"

While the physical benefits of this obsession are shining through, Amanda and her team know that true success on a fitness journey or in the fitness world, stems from more than having a weight loss goal.

"The emotional and mental benefits of being part of a community like Mode is what really results in change. Having a group of inspiring like minded people to surround you, motivate you, and work with you...that is what keeps people coming back and the REAL secret behind the success of our clients. We get emails every week from people saying that Mode feels like home and that they've never had an experience anywhere like they are having at Mode. We have the best instructors in the city and we are attracting the best clients!"

Explore your best life



// Barre



// Spin



Say Hello to CONSTRUCTION + SAFETY



BRENT CRAIGGS GENERAL MANAGER OF OPERATIONS MULTI-FAMILY

Brent's part of a fairly well populated club at Jayman BUILT: employees with over a decade of experience at the company who have been fostered and developed as leaders. His time in construction started at the tender age of 13 years, building single family homes, which grew into a very literal foundation in construction working in framing, concrete foundation and finishing work. After completing a Renewable Resources diploma, a three year adventure building prefabricated homes for use in Japan began. At that point, juggling crews and a plant of 30 team members with international travel became a regular fixture of his life.

In 2004 Brent's journey took off into a steady growth from site superintendent on high rise projects and multi-family low rise projects to an assignment as Construction Manager for a

number of multi-family projects in both Calgary and Edmonton. Jayman's mentorship through education and experience has resulted in his role as General Manager of Operations for the Multi-Family division. Now he's the ultimate construction liaison, linking the company with consultants, home owners, trade managers and the City of Calgary on technical, safety, logistics and marketing affairs.

As a dedicated family man, Brent prides himself on delivering a home product he'd deliver to his own family. That family is itself a source of pride and passion for him, as he has dedicated his life to supporting his two daughters in their competitive sports goals and generally providing a safe, happy, positive and supportive home to everyone in his life.



JAMES CLARK PROJECT SITE SUPERVISOR

There's a well known adage that it takes 10,000 hours to become an expert in something. There's no direct exchange for James Clark, but considering he has built over 1,600 homes in his career, it's probably safe to put him at the "expert" level of home construction. In his 20 years supervising construction sites, he's run the gamut of size and style, from condominiums to starter homes to multimillion dollar estate homes. That broad base of experience and dedication to quality has led him to a number of industry awards recognizing his excellence.

From a Jayman BUILT perspective, James has been a key fixture in six different flagship projects over his decade with the company, including the very first days of construction on Westman Village itself and

the first sales centre on Mahogany Boulevard in April 2016. As Project Site Supervisor he coordinates, communicates and collaborates with office staff, trades, safety officers, city officials, and homeowners.

It's not surprising to find out that someone like James who enjoys being in the thick of all kinds of people and projects is a complete busybody in his home and leisure life as well. As he puts it, "I am one who is happiest with 100 balls in the air." He keeps busy working on mechanical projects like auto restoration with his son or extreme horsepower engines, or on a quiet night he'll landscape the yard. It's a lot of work keeping his eye for precision and detail as fit and proper as possible.



AT THE HEART OF WESTMAN VILLAGE IS A DEDICATED TEAM WORKING TO ENSURE THE SAFETY OF ALL WORKERS AND RESIDENTS AS WE CONSTRUCT YOUR FUTURE HOME!



DANIEL MORRISSETTE
PROJECT SUPERINTENDENT

From the first day he picked up his tools to work at age 16, Daniel Morrisette has pushed himself for perfection. Whether during his two decades working in highly technical production and manufacturing environments, or now in his role as project superintendent with Jayman BUILT, Daniel has strived to work as efficiently and safely as possible in a wide variety of construction and process environments.

Since Daniel took the leap and switched gears in his life to pursue his lifelong interest in construction work, he ended up setting himself up perfectly to become a leader at Jayman BUILT. After seven years working on home interior finishing (a notoriously precise and painstaking specialty), he started in Jayman's Gold Key Service division before proving his

ability to lead large job sites. Since then, Daniel has proven himself a critical keystone of communication, knowledge and coordination between trades, homeowners, sales staff, and the myriad other players in large and complex construction projects.

The Morrisette home is passionate about quality time in the great outdoors, so his wife Tracy and three daughters hike and camp regularly. That happy, cohesive family space and Daniel's relentlessly positive attitude make him the guy on site who's always got a smile on his face — a real asset in any job!

Meet your best life



JEFF VAUGOIS
PROJECT SITE SUPERINTENDENT

A quarter century may sound like a long time, but for Jeff Vaugois that time has flown by. Fifteen years ago, he and his wife were newlyweds, his kids were still just past rugrats, and he had just started working at Jayman. Fast forward to 2019, and Jeff has had his fingers on every single multi-family building project Jayman BUILT has completed since he began.

His pride in the details and desire to deliver the perfect home to clients have led him not only to the satisfaction of a job well done for dozens of families living in the homes he's worked in. He has also been recognized in an official capacity for three years running: as Project Site Superintendent of the Year.

Jeff's dedication to his work never takes a back seat to his family, as his two proud, grown children would attest to. He and Mrs. Vaugois have raised their children in a safe, happy universe dedicated to the important things, like Mexican vacations, camping in the mountains, and off road adventuring — like any good Canadian family, we suppose!



A BROADER AND MORE DIVERSE SPECTRUM OF RETAILERS AND SERVICE PROVIDERS HAS BEEN LINING UP TO SET UP SHOP IN OUR HUMBLE LITTLE WORLD, AND WITH THAT DIVERSITY COMES MATURITY, TASTE, AND A HIGHER LEVEL OF AESTHETIC EXECUTION.

That's where Vintage Group and Chairman's Steakhouse come in. Vintage Group is responsible for some of Calgary's most reputable and long lasting first class restaurants and eateries in Calgary, including Booker's BBQ & Vintage Chophouse.

Their team has crafted an aesthetic and culinary practice which straddles luxury and accessibility, and the longevity of their venues speaks to the success they've had to that end. That middle ground between upper crust customer experience and affordability sounds an awful lot like Westman Village, where top notch, resort style amenities are available at a moment's notice for residents who pay market value for their living units.

Vintage Group's Marketing Manager Steven Christopherson shared some thoughts on the aesthetic and culinary inspiration behind their newest effort and one of Westman Village's most recent arrivals: Chairman's Steakhouse. "Designed by Hribar Design Group, Chairman's

was designed to elevate the senses and transport the guest into another world. The anticipation begins to build before you even enter the restaurant through dramatic landscape and exterior lighting design. Once they've entered, the guest is hit with a visceral reaction of 'WOW' that will continue as they explore the space for the first time. It is a well planned visual feast."

"It is a place where generations of family and friends can come together, and experience life's greatest moments."

That said, the intent of Chairman's isn't exclusively for wow factor – the idea started from a desire to craft that universally loved experience, the warm and satisfying dinner. "The community of Westman Village was inspired by the values of Alvin Westman, founder of Jayman BUILT, almost 40 years ago," Steven told Village Life. "It is a place where generations of family and friends can come together, and experience life's greatest moments. Many of these moments take place around the dinner table, enjoying good food and drinks together.

Chairman's Steakhouse was inspired by this very idea, bringing to life a dining experience unlike anything you have ever seen in Calgary."

The steakhouse is a well established culinary trope in Alberta, home of Alberta Beef and many proud steak eaters to boot. It's no small feat to use an already winning recipe and try to gain a foothold in an established dining market, so what is the plan in terms of executing an experience diners will remember above and beyond a typical steakhouse?

As Steven shares: "Serving Canadian Prime Beef (only the top 1% of all beef meets Canadian Prime standards), the Chairman's Steakhouse experience is elevated to the highest level of culinary and service excellence. Guests at Chairman's Steakhouse will experience knowledgeable and professional service that includes a personal, table-side presentation of our extensive Canadian Prime Beef cut selection."

That top caliber of culinary curation is the product of experience and achievement, from front of house to back and from kitchen to bar top. Steven again: "Chairman's Steakhouse is the result of decades of restaurant experience and standards of excellence. The newest concept to the Vintage Group, Chairman's Steakhouse embodies Vintage Group's ideology of consistently thinking outside the box of Calgary's local food scene; striving to lead Canada's culinary identity."

Accordingly, the creative minds behind the food and drink menus at Chairman's represent top



With Headquarters restaurant up and running, the stage has been set for fine dining in the fast growing Mahogany hub of Westman Village.

“...a dining experience unlike anything you have ever seen in Calgary.”

Live your best life







talent in Canadian and global food culture. Chef Cedric is a homegrown Western Canadian with roots in the Kootenays where he apprenticed straight out of high school at one of Nelson's most loved spa and recreation locations, Ainsworth Hot Springs.

Once relocated to Calgary he began an impressive string of dining collaborations at a veritable who's who of noteworthy Calgary restaurants: Catch, Mercato, Sky 360 at the Calgary Tower, Notable, Boxwood, Hy's Steakhouse and Vintage Chophouse.

As his resumé implies, Cedric is perfectly placed to combine classic steakhouse fare with the most current and polished first class dining trends.

That global metropolitan taste level extends to bar service as well, where JD Darnes curates drinks built on his rich pancontinental experiences. Three decades of top level drink service has landed him in contexts as notable as Cannes Film Festival, Michelin star restaurants, at the 45th anniversary of NASA's Apollo 13 mission, and rubbing shoulders with A list celebrities like George Clooney. The flashy experiences are backed by substantial results:



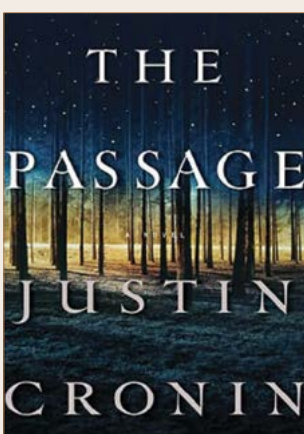
"From each cut of steak selected for our menu, and every aspect of service, Chairman's Steakhouse will "wow" in the details..."

he has been involved in \$1 billion worth of 5 star hotel openings and was intimately involved in the leadership of a hotel which received Canada's first 5 star Forbes award.

Between JD's literate, artistic minded and escapist drink curation, and Cedric's fresh faced take on traditional food service tropes, Chairman's Steakhouse is poised to bring the ideal dining experience to Westman Village: comfortably accessible food crafted with a unique, inspired passion. As Steven explains, "From each cut of steak selected for our menu, and every aspect of service, Chairman's Steakhouse will "wow" in the details. Every aspect of the Chairman's Steakhouse experience has been thoroughly thought out, and Vintage Group's passion for creating unforgettable guest experiences will shine through at every opportunity during the Chairman's Steakhouse experience. Signature dishes include locally sourced Alberta Lamb, braised Veal Cheeks, and extensive cuts of Canadian Prime steaks that are guaranteed to impress every guest."

Enjoy your best life

WESTMAN VILLAGE READS



THE PASSAGE BY JUSTIN CRONIN

Summer: the season of the page turner. Whether you're posted on a beach in the Caribbean or in the shade of a pine tree camping in the Kananaskis, few pleasures compare to falling into the depths of a thrilling, suspenseful ride of a novel for a few days. If your tastes in stories tend towards thrilling, post apocalyptic adventures, The Passage by Justin Cronin is one exciting option to keep you enthralled on your own (far quieter) summer adventures.

The premise blends the best of zombie outbreak and vampire threat, as an experimental military vaccine breaks free of its constraints and creates a global pandemic of terrifying creatures of the night. The virus is dangerous enough that the few remaining bands of humans have barricaded themselves into outposts against the monsters outside, getting by with whatever tools and resources they can scrape together on day journeys before the creatures take over the dark night time world.

The story revolves around a young girl who proves to be the key to unlocking the puzzle of the virus, and her connection to the heart of the story came about when author Cronin's daughter asked him to write a story about "a girl who saves the world." That innocent element provides warm counterpoint to the terrifying, fast moving threats that have forever altered our human world into one of survival, quick thinking, and adaptation. A weary band of travelers must find their way across the overtaken expanse of the Western United States to make a desperate attempt at solving the puzzle of the human made virus which has backfired so fiercely against its creators and the rest of humankind.



MAHOGANY™
LAKESIDE LIVING
IN CALGARY

No Other
Community
Compares





MAHOGANY HOMEOWNERS ASSOCIATION (HOA)

FOR THE UNINITIATED, WESTMAN VILLAGE SITS IN A RELATIVELY SECLUDED CORNER OF CALGARY SOUTH OF STONEY TRAIL AND EAST OF DEERFOOT CALLED MAHOGANY.

In that community, families choose to live at the crossroads of urban life and suburban quietude, where they can experience the bustle of a metropolitan centre without too much trouble, but have peace and quiet in their modest modern castles.

At the heart of this modern retake on the urban village is the Mahogany Home Owners Association (HOA). While various builders and developers are busy creating the literal, physical structures that compose the community and that people live in, the HOA is busy building up the rest of what a community is made of. The parks and lakes, the recreation facilities, community assets and infrastructure that enable people to live, work and play in the same place.

Once built out, Mahogany will be around the same size as towns like Cochrane, Penticton or Comox, with some 12,000 homes housing 30-35,000 people. Mahogany Home Owners Association General Manager Sally Lockhart comes from a municipal administration background via towns like Fort St. John and Quesnel, and is applying the logic of a small self-sufficient town to the design and management of Mahogany.

“The goal is to create a community where people want to live, work and play,” Sally shared with Village Life. “These families are living with multiple generations in one place and living their lives closer to home.”

That idea aligns perfectly with the smaller centres Sally has called home in her life. The new school of community design echoes

the feel of a small town regardless. Years ago, the prototype in South Calgary was McKenzie Towne, which contained commercial, service and residential elements close to home for suburban dwellers. It was quaint enough to even mediate entrance into the community with a notably large traffic circle — a point of conversation, silly as it may seem, for other South Calgarians.

“The goal is to create a community where people want to live, work and play.”

That concept has grown in popularity, and now small faux-towns dot the outskirts of most North American cities, a resurgence of a more rural ethical fibre to the urban environment which has kept pace with the changing needs of our culture. This is where Mahogany comes in, echoing elements of its larger Calgary environment with two ring roads forming the key transportation routes, and various future and present parks dotting the landscape to connect homes with walkable and bikeable green space.

In addition, commercial and service hubs like Westman Village help keep Mahogany residents close to home while they take care of their day to day needs.

“We work with the business community in Westman Village and the retailers in Mahogany Village, and they work together supporting and creating community as well,” Sally explains. That element ensures practical

needs and errands can happen in a low key manner without having to fight traffic into the larger city and waste time in transit.

Logistical needs do not a community make, however, and Sally knows people need fun, engaging elements in their communities to keep them invested and exploring their community. “We spend a lot of time fostering our volunteer committee who do a lot of the organizing events and supporting volunteers,” Sally says. “After all, it’s their community and they should be able to build their community as they see fit, and we support that.”

Those volunteers and other members of the community have crafted neighbourhood events and parties for every type of occasion, from classy to silly and everything in between. The summer classic Beach Blaster puts neighbours head to head in volleyball or sand castle competition, a Movie Under The Stars keeps families cozy and laughing under the twilight sky, and Headquarters restaurant supplies wine for an Art & Wine expo.

Westman Village fits into Mahogany as a perfect centrepiece of community and togetherness. As Sally explains, “Westman Village is a resort unto itself, and is a unique experience that’s turnkey. It caters to every age demographic, and is very friendly to Canada’s fastest growing demographics which is retirees and seniors. To be able to live and recreate within the same complex is a very special thing. If you take that at the micro level and look at Mahogany at the bigger level, it’s just going to the next step. It’s a community within a community which is contributing and connecting all the time.”

That microcosm of the greater Mahogany modus operandi of physically connected spaces with engaged community members makes Westman Village a fitting little crown jewel in the community’s cap. Along with the Home Owners Association and every resident of the neighbourhood, Westman Village is bound to be a key hub for years to come.



Sphere Optometry



Danielle Gordon
Optometrist



SPHERE OPTOMETRY IS A PERFECT EXAMPLE OF A UNIQUE BUSINESS FINDING ITS WAY INTO THE HEART OF THIS UNIQUE PROJECT PURELY BY VIRTUE OF ORGANIC INTEREST AND ENGAGEMENT.

Dr. Danielle Gordon is the optometrist spearheading the project, and her place in the Village came about due to pure curiosity. As Danielle explains, "I'd had it in my heart to start a practice for a long time, and during the period of time when the ideas for Sphere were just starting to flow, my husband and I actually drove by the Village when it was just a construction site. They had a billboard advertising the amenities that were to come and the ultimate vision for Westman Village, and I thought that this would be the perfect place for a practice like Sphere. I reached out and approached Westman Village shortly thereafter and the rest is history."

Such a story is fitting for a project of this nature. Danielle's passion for the concept of Westman Village is reflected by her unique, independent approach to eyewear and vision care, and the pairing is an organic one borne of mutual interest in doing things differently. "In the world of optometry, there is conventionally an interplay between the medical and retail side of a practice. With Sphere, I wanted to branch out and focus on offering independent handcrafted frames, often with exclusive smaller lines, to showcase for a suburban crowd. Our frame stylist and manager, Bethany Thompson, has spent endless weeks scouring the globe to curate our opening collection, and I have to say it has brought us so much joy to see these beautiful pieces populating the shelves of our space! On the health care side, I look forward to delivering the high-touch medical care that I have enjoyed providing over my years of practice. I'm also excited about the opportunities to collaborate with other medical professionals in Westman Village. I often work closely with our patients' family physicians, especially when monitoring ocular implications of systemic disease, and so knowing that Village Medical will be right next door was wonderful news. Similarly, having Create Pharmacy down the street is such a bonus. For example, I enjoy medically managing everything from glaucoma to dry eye disease and Create has the ability to compound many of the medications that our patients need. On the whole, I am absolutely delighted to be one of the retailers in Westman Village. There is a real sense of community here and that benefits not only the Westman residents, but the surrounding neighbourhoods too!" Danielle's roots in south Calgary run deep. After she graduated from the Doctor of Optometry program at the University of Waterloo, she moved to Edmonton to start her career, and moved to Calgary a few years later with her husband. Subsequently, Danielle ended up practising in Calgary's southern suburbs, as well as the

town of Okotoks, and she fell in love with this end of her new city. During her time practising in a few different clinical models, and serving this particular demographic, she's seen a real niche possibility develop in terms of boutique retail and wellness experiences, including optometric care. "I think Calgary has a lot to offer when it comes to locally-owned small businesses and Calgarians by and large are so supportive and engaged with the local small business community. However, many of us travel into the core to fully immerse ourselves in that independent local energy. Having lived and worked in Calgary's south for so many years, I know that there's an appetite to have this kind of unique offering closer to home, and I think Westman Village has done an amazing job of creating this energy right here in Mahogany. Consequently, I think there's no better place to launch a new optometry practice with an optical shop that specializes in independent small-batch eyewear. "It's clear that Sphere is all about kind and compassionate vision care and independent eyewear, but it's a business that loves to give back to their local community. "A few years ago I launched the Fit To Read Project to connect books with kids and to give back to Calgary Reads, an amazing organization that strives to improve literacy outcomes in children. Last year we donated over 975 books to Calgary Reads, and I'm so excited to bring the project with me to Sphere. We will always accept new and gently used children's books for donation in our space, and proceeds from every glasses sale goes back to Calgary Reads too!

"Keep an eye out for the friendly team at Sphere Optometry (pun intended!). Danielle and Bethany look forward to meeting and helping you!

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www.sphereoptometry.ca



WITH A FULL LIFE COMES MANY MOMENTOUS EVENTS AND OCCASIONS. BIRTHDAYS, WEDDINGS, ANNIVERSARIES, SOMETIMES JUST MAKING IT TO THE WEEKEND CAN BE SOMETHING TO CELEBRATE.

As many of us know, a fine-tasting drink can be the perfect complement to a happy day or night, or a dazzling counterpoint to an exquisite meal. For those moments in time when Westman Village feels the need to foster merriment, Jerome Pommier and the team at 5 Vines have arrived to furnish your fine libations.

5 Vines is a family owned and operated business, so their approach is about care, service, and thoughtful curation. The five family members involved in the stores hail

from the area around Acme, Alberta, and that small community-minded approach means they intend to treat every Village resident as a family member to educate, share, and provide knowledge to.

“5 Vines came about from our desire to be part of a small family business,” Jerome explains. “We’ve always done joint ventures together, my wife and myself and her siblings, and when the opportunity to own a wine store came up we jumped at the chance. Before you know it, in 2013 we had a store opened downtown by Sunterra Keynote, and when we wanted to expand we did some research around the various community options we wanted and Westman Village seemed like the best fit for us.”

With the family’s intimate approach to business in mind, Jerome and the rest of the team focused the 5 Vines brand around both conscientious customer service and small run, unique, local craft beers and spirits. One of the most notable elements they’ve cultivated is their Growler Bar, where customers can fill and refill growlers with fresh kegs of rotating craft beers.

“We pride ourselves on customer service and we do source out some unique products with a big focus on craft beer and smaller production wines. At the end of the day we’re here to serve this community and provide an approachable selection and a few exclusive products to encourage celebrations and connections. We’ll certainly be bringing what people are looking for, and as we discover what people are looking for and interested in we will absolutely be introducing them to some more products to expand their horizons.”

There you have it, Westman Village: a homegrown, adventurously stocked liquor merchant with a generous supply of the classic celebratory libations you know and love. The perfect complement to the full, rich life our little Village provides.

“We pride ourselves on customer service and we do source out some unique products with a big focus on craft beer and smaller production wines..”



PARTNER: I LEVEL DESIGN

INTUITIVE SIGNAGE AND DIRECTION IS AN EASY THING TO TAKE FOR GRANTED.

I LEVEL DESIGN INC. ENVIRONMENT SPECIALISTS

IF PEOPLE CAN LEARN WHAT THEY NEED TO DO AND WHERE THEY NEED TO GO IN THE VERY MOMENT THEY REALIZE THEY NEED DIRECTION, THE SIGN ITSELF FADES FROM MEMORY THE MOMENT IT'S NO LONGER NEEDED.

Yet there is an art to helping people learn their way. As everything else in Westman Village, the signage and design used to maintain flow of people is meant to be connective, intuitive, and natural. As such, the process of deciding how and when to visually direct people through the space must be taken on in a conscious, thoughtful manner. Without natural flow and helpful signage, people may easily get frustrated and not only associate Westman Village

with confusing journeys but not even experience the best that this modern Village has to offer.

I Level Design is the design firm who has crafted the visual journey through Westman Village. Village Life caught up with the firm's Environment Specialist Victoria Shearer Gryffyn to talk over I Level's process and priorities when devising the visual cues which subtly nudge Village residents, friends and family to the places they need to go.

"We all use visual cues such as maps and symbols to help us orient where we are or where we are going," Victoria shared. "Signage is a way to provide information to people to help guide them through a physical environment. It enhances the understanding and experience of the space. Employing an effective wayfinding system can greatly improve the aesthetic well-being, safety, and security of a space."

The result has been experiences that seem as accessible to newcomers as long time residents, thanks to the dynamic and

carefully crafted ethos Westman Village carries out with every partner, retailer and vendor it contacts.

"Forming an effective wayfinding strategy involves the innate ability to see connections and communicate relationships," Victoria continued.

"A comprehensive wayfinding approach was taken to ensure a signage program that informs and builds a positive user experience."

I Level's approach was intuitive, non verbal and visual, but their focus was always to bring the Westman Village identity to life according to Jayman BUILT's vision. So when you stroll around the Westman Village site and residences, take a minute to appreciate the consciously crafted and carefully refined approach Victoria and her colleagues took to communicate both location and identity for your favourite local Village. Without them, you may get lost along the way!

"Employing an effective wayfinding system can greatly improve the aesthetic well-being, safety, and security of a space."



Live your best life

Recent months have seen a big uptick of interest and traffic through a typically Westman Village effort. In the interest of connective community bonding and shared passions, Jayman BUILT and the Village Centre team collaborated on executing a commercial quality demo kitchen with a unique mandate. Rather than dictate cooking classes of a particular style and try to ensure Village residents were interested in them and attended, the Village opted to adopt the mantra “build it and they will come.”

The kitchen itself is a fully stocked, high grade commercial kitchen placed at the front of a number of rows of seated countertops, complete with TVs showing the action from the demonstration kitchen for people to cook along with. The appliances, cutlery, and cookware is all high end and fully capable of gourmet cooking techniques, so learning along with an expert is a hugely entertaining learning endeavour.

The beauty of the Westman Village model for this type of kitchen is it is being filled out and used in a totally organic, resident driven fashion. Food is a universal love, but by the same token tastes and interests vary so widely that it would be borderline impossible for Village Centre staff to perfectly anticipate the learning and style of meals that residents would care to engage in. The only group that could truly decide what the community wants to eat and learn about is, of course, the community itself.

“This type of program is what we’re encouraging right now,” Jenn Westlock explained to Village Life. “More resident-led programs and activities. The way the kitchen is laid out and designed is as a teaching kitchen, and we have people moving in and working in the area that are culinary professionals, so as people move in and as we meet people we find out that they can contribute to this kind of project. We’ve even had some offers from retailers like Simply For Life to host some cooking classes and keep everything in house and organic to the community itself.”

The best part of it is ultimately a flexible space as well. As much as certain classes are happening, and some resident-led potluck parties and events take place, sometimes the kitchen is just used as a place to have a kid’s birthday party after a movie, or for romantic candlelit Valentine’s Day dinners. Food is life, after all, so it only makes sense to help residents and anyone connected to Westman Village enable their love of fine food and drink.

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“This type of program is what we’re encouraging right now...”
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**FOOD
TRUCKS
BEER
SUMMER
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COUNTRY THUNDER ALBERTA PRAIRIE WINDS PARK AUGUST 16–18

This lineup pulls together a wide spectrum of country artists from past and present for a well rounded multi day country music party. Miranda Lambert, Jake Owen and Jason Aldean are the heavy hitting headline acts for each day of the festival and each speaks to a different angle on current country and western music. Miranda Lambert as the established, Grammy winning superstar; Jake Owen as poppy heartthrob; and Jason Aldean as accessible, down home boy gone big time.

This program is complemented by an intriguing mix of elder statesmen and women to the country scene, and some younger acts performing through the daytime. Tanya Tucker, Collin Raye and Terri Clark are throwbacks to the 90s school of blues and country radio, while Jimmie Allen and Lauren Alaina are full blown new school up and comers changing the face of pop and country radio by the day.

CIRCLE CARNIVAL SHAW MILLENNIUM PARK SEPTEMBER 13 + 14

The annual family friendly traveling beer, food and music carnival has expanded to two days on September 13 and 14, with the Friday night focusing on a late night, party vibe. The Saturday will retain Circle’s trademark blend of kid focused elements like ball pits, inflatable slides and circus school, large scale and polished sound and production, and fierce, dynamic stage performers scattered through the property and on the main stage.

The full gamut of YYCFoodTrucks are always on site, and Village Brewery provides all the beer for the fully licensed event – no beer gardens here, and entertainment of all kinds strewn every which way. The musical lineup always uses a broad spectrum of curation, from young local bands like The Wet Secrets to indie electronic superstar songwriters like Natasha Kmeto to big time dance music heavy hitters K+Lab or Smalltown DJs.

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VILLAGE LIFE

WE DON'T LIVE DIVIDED – WE LIVE TOGETHER. AND LIFE DOESN'T HAPPEN BEHIND CLOSED DOORS. // WE WANT TO FORGET ABOUT DIVISIONS AND START TALKING ABOUT UNITY. AND ABOUT COMMUNITY. ABOUT WHAT HAPPENS WHEN WE OPEN OUR DOORS AND LOOK AROUND. // WHEN PROXIMITY MAKES ALL THINGS POSSIBLE AND A REVOLUTIONARY MIX OF PRODUCTS ALLOWS YOUTH TO MINGLE WITH EXPERIENCE, INDIVIDUALITY TO HARMONIZE WITH FAMILY AND DISCOVERY TO FUSE WITH TRADITION. IN A PLACE WHERE HAND-SELECTED RETAIL SUPPORTS THE COMMUNITY AND EXTRAORDINARY AMENITIES KEEP IT MOVING FORWARD, ALWAYS OFFERING MORE. // WESTMAN VILLAGE IS ABOUT GETTING MORE OUT YOUR DOOR. BECAUSE WHEN YOU HAVE MORE, YOU CAN BE MORE. MORE INSPIRED, MORE PASSIONATE, MORE PRODUCTIVE, MORE ALIVE AND MORE CONNECTED TO WHAT MATTERS. THEY SAY IT TAKES A VILLAGE. AND WE COULDN'T AGREE MORE.

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