

NOVEMBER/DECEMBER 2011

CORNERSTONE ARCHITECTURE, p. 25  
Perfecting resort design

ARCHITECTS FOUR LIMITED, p. 78  
Working in concert with the landscape

# Canadian Builders Quarterly®

## MASONRY IN ONTARIO

From clay to brick to limestone, the craft continues to evolve its historic influence on the province p. 68

# THE SOLUTIONISTS

Behind Canada's most complex projects is the work of structural engineers, whose solutions and expertise are often left unsung p. 60





## The Cabinet Craftsmen

Magick Woods Ltd. has made a name for itself by bringing the finest furniture cabinetry to the heart of the home

### At a Glance

**Location:**

Vaughan, ON

**Founded:**

1993

**Employees:**

700

**Specialty:**

Semicustom kitchen and bathroom cabinetry

Above: An espresso finish adorns this Mission-style kitchen's cabinetry.

**FOUNDED 18 YEARS AGO BY CURRENT COMPANY PRESIDENT**

Indy Pathmanathan, Magick Woods has brought the finest in bathroom vanities to home-improvement stores throughout the United States and Canada. With more than 25 vanity ensembles and more than 10,000 product SKUs, the company has grown to be one of the preferred vanity suppliers to big-box retailers such as Home Depot, Lowe's, and Menards.

"Furniture in the bathroom can really give the room a high-quality, spa-like feel," says Penny Mauro, Magick Woods' vice president of sales and marketing. "The bathroom should be treated as a luxurious place to retreat and relax in."

Yet, just a few short years ago, Magick Woods executives began to wonder if they were missing out on a wonderful opportunity. They realized significant growth could be had by targeting the kitchen-cabinetry market.

"Our ability to leverage our current skill set, along with existing and acquired resources, made the decision to move in this direction an easy choice," says Michael DelGuidice, marketing manager.

"It's unique how our kitchen business has been supplemented by our bathroom business," Mauro adds. "For us, we seemed to ramp up our kitchen business at just the right time."

In fact, the company's kitchen sales are up 150 percent over last year. The goal: to continue growing while also being able to absorb the volume. "I think if we had debuted our kitchen features during the boom time a few years back, we would have had trouble keeping up with the demand," Mauro says.

With unsurpassed quality and a broad range of styles and designs, Magick Woods now features a swath of kitchen and bathroom products. From entry level to

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“Your home is your castle. And despite the economy, people still want to upgrade their home and invest in their future.”

**PENNY MAURO, VICE PRESIDENT OF SALES & MARKETING**

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customized pieces, prices range from \$2,500 to \$50,000 for kitchen cabinetry, and \$60 to \$5,000 for bath furniture.

“We provide a full-service, turnkey approach for your kitchen-cabinetry needs,” explains John Pacitti, manager of builder sales. “We professionally handle the design, measure, manufacture, site delivery, and installation in a mix of styles—encompassing traditional, transitional, contemporary, and country.”

This range in offerings has essentially made Magick Woods a one-stop shop. The company is able to provide cabinetry solutions for any room in the home. “We can do everything from manufacturing the piece to making sure it’s perfect right before you cook that first meal,” Mauro says.

Magick Woods highlights its work in an expansive, 6,000-square-foot state-of-the-art showroom. Designed specifically for the company’s growing number of customers, the flagship showroom offers an unsurpassed selection of more than 25 kitchen- and bath-design solutions, with designs to suit all tastes and budgets.

“It’s often tough for people to visualize how certain things will look in their own home, and the choices can become overwhelming,” Mauro says. “We were determined to fill our showroom with unforgettable styles that would be accessible to the mass market. The showroom allows us to give our customers a flavour of what we can do but still be approachable at the same time.”

While Magick Woods expects its fair share of challenges ahead—especially as single- and family-home construction continues to drop while condo sales rise—the company is confident that it will be able to endure any storm.

“Your home is your castle,” Mauro says. “And despite the economy, people still want to upgrade their home and invest in their future.”

—Tricia Despres

Below: This Bristol-style kitchen received an Adex Gold award for its refined design.

