

HUMÀ Design + Architecture and LumiGroup Embrace Maximalism at Club Saint-Denis

Montreal, Canada

For over 135 years, Club Saint-Denis served as a gathering place for Montreal's Francophone elite. Today, it has been reimagined as a shared workspace and private event venue for members and their guests. Featuring a newly designed opulent ballroom, refined lounges and salons, curated artwork, and exclusive wine cellars, this "Club Saint-Denis 2.0" functions as a prestigious retreat for business meetings, social gatherings, and events for an influential, forward-thinking community in the heart of Montreal.

The redesign of this iconic space provided the HUMÀ Design + Architecture team with an opportunity to explore bold creative directions, embracing opulence and a dreamlike aesthetic. This vision, in turn, inspired LumiGroup to curate lighting fixtures that are both playful and functional, infusing the venue with a unique atmosphere.

"When the owner of Club Saint-Denis first approached us, he had just returned from London, where he visited several private clubs showcasing a maximalist aesthetic," says Mathieu Turgeon, architect and project manager at HUMÀ Design + Architecture. "Inspired by that experience, he wanted to transform his workspace and ballroom into a one-of-a-kind, exotic, and timeless venue for his clientele."

Classicism Meets Extravagance

Located at 257 Sherbrooke Street East, the historic Victorian-era building later expanded with an Art Deco addition, has long been a hub for key decisions in Quebec and Canadian business circles. It has welcomed influential figures, successful entrepreneurs, and thought leaders. Today, its redesigned interior seamlessly blends luxury, modernity, and heritage preservation.

"Apart from the ballroom, which remained in its original state, the rest of the building had been stripped down to its concrete shell," explains Turgeon. "Our challenge at HUMÀ was to create a spatial journey that builds anticipation from the entrance to the grand reveal of the ballroom because stepping through its doors unveils a spectacular speakeasy that immediately captivates the imagination."

An Immersive Experience

Approaching the project like a theatrical production, HUMÀ Design + Architecture executed precise interventions that respected the building's structure while enhancing its classical elements. Mouldings and finishes were carefully recreated to reflect the original style, restoring the ballroom's distinctive character while integrating modern, functional spaces.

Upon entering, guests are greeted by a concrete-and-glass lobby that subtly hints at the grandeur beyond through carefully curated design elements. A custom reception desk adorned with marble, brass, and lacquered finishes doubles as a champagne bar. The architectural journey, punctuated by artwork, antiques, taxidermy pieces, and themed conference rooms, culminates at the striking green doors of the ballroom. Inside, textures and colours collide in a rich tapestry of design: a monumental Onyx Rosa bar with striated detailing, custom fringed

sofas, a painted fresco, lush exotic plants, and dramatic lighting fixtures all contribute to an immersive, unforgettable environment.

“We had complete creative freedom in selecting suppliers and collaborators,” says Turgeon. “Our team designed the integrated furniture and even a custom mural. This level of artistic liberty allowed us to bring in top experts to help realize our vision.”

Lighting That Tells a Story

Among the key collaborators was **LumiGroup**, whose consultants played a crucial role in shaping the lighting concept and selecting exceptional fixtures from internationally renowned designers. Their selections included standout pieces from **Moooi**, **Terzani**, **Flos**, and **Petite Friture**, brands rarely seen in projects of this nature.

“At LumiGroup, our approach is always to first understand the client’s vision and the story they want the space to tell,” explains Vivien Okonski, lighting design specialist at LumiGroup. “For Club Saint-Denis, HUMÀ’s vision was crystal clear. We quickly turned to luxury lighting suppliers. The *Smoke Chandelier* by Maarten Baas for Moooi, for example, was a perfect fit, crafted from burnt wood, it’s visually stunning, rich in character, and incredibly durable. It perfectly embodies the project’s refined yet unconventional spirit. We also ensured that general lighting throughout the club was carefully balanced, more technical in functional spaces, and more dramatic in immersive areas.”

Award-Winning Design

Club Saint-Denis has earned numerous accolades for its remarkable transformation. At the **2023 International Interior Design Awards**, it received the **Global Excellence Award** in the Restaurant/Bars and Lounge category. At the **17th Grands Prix du Design**, it was named **Grand Laureate in Interior Design**, along with **two Platinum Awards** in the Interior + Art Integration and Renovation (Before & After) categories.

“During events, guests completely embrace the space—even the mirrored cloakrooms, which create an illusion of infinite expansion,” concludes Turgeon. “At Club Saint-Denis, you truly feel transported to another world—another time.”

Technical Specifications

Project Name: Club Saint-Denis

Location: Montreal, QC, Canada

Project Type: Renovation

Lighting: LumiGroup

Architect/Designer: HUMÀ Design + Architecture

Photographer: Maxime Brouillet

About HUMÀ Design + Architecture

HUMÀ Design + Architecture is a Quebec-based firm renowned for its excellence and unwavering commitment to client satisfaction. Blending seasoned experience with fresh talent, HUMÀ excels in both architecture and interior design. With a portfolio of standout projects spanning over a decade, the firm has emerged as one of Quebec’s leading design studios, garnering national and international recognition from industry professionals and the public alike.

About LumiGroup

Founded in 1995, LumiGroup is the largest lighting consultancy agency in Quebec, representing a wide range of lighting manufacturers from both local and international markets. Collaborating closely with architects, designers, and other industry specialists, LumiGroup helps clients develop optimal lighting solutions tailored to each unique project. By creatively transforming spaces with functionality and ergonomics in mind, LumiGroup enhances and elevates the user experience.

LumiGroup's team includes globally trained consultants with expertise in industrial design, interior and exterior design, architecture, engineering, electrical systems, lighting, and manufacturing. Their extensive product range is showcased in a 10,000-square-foot showroom located in the heart of Montreal's vibrant Mile End district.