

STE MARIE

Olia, Mimi & Va Caffè Press Kit.

Prepared by: Ste Marie

Updated Oct 17, 2025

Key Highlights

Project Name: Mimi, Olia & Va Caffè

Location: 12016 Jasper Avenue, Edmonton, Canada

Scale: 7,000 sf

Completion Date: November 2024

Location: Edmonton, Alberta, Canada

Design Concept: A cinematic sequence of three hospitality venues, Va!, Olia, and Mimi, designed as a continuous spatial narrative. From morning café to late-night lounge, each venue responds to time, tempo, and behavior, transforming an urban corner into a richly programmed environment that merges public hospitality with residential life.

Unique Features: Cinematic ambience, curated soundscape, custom furnishings, and distinct material palettes across three interconnected venues. Shared infrastructure with separate public and private access. Rich finishes include Portuguese burled wood, Rosso Rubino marble and Quartzite Santorini, high-gloss lacquer, custom velvet seating, and vintage-inspired custom lighting. Integrated art, and tactile details to shape a multi-sensory guest experience.

Design Statement

In the heart of the city central core, Ste Marie has designed a sequence of three hospitality venues that unfold like scenes in a day-long film. Tucked into the base of a new residential tower, Va!, Olia, and Mimi, commissioned by Corso 32 Group's chef Daniel Costa, offer distinct atmospheres linked by a shared spirit of ease, pleasure, and ritual. Residents can enter directly through a private internal access point, while the public is welcomed via street-facing entrances. Each space is programmed for different times of day and types of interaction, ranging from morning espresso to evening dining and late-night lounge use. Designed for both public life and resident intimacy, the venues connect via private and street-facing entries, turning the ground floor into a cultural and social threshold—an everyday extension of home, and a neighborhood destination in its own right.

Va!, named for the Italian word “go,” draws from the tradition of Roman fornos and caffès. The design balances practical durability with visual familiarity: stainless steel surfaces, natural walnut, green-and-white ceramic tiles, and high-gloss painted finishes. The art programme, featuring custom in-house made collages, integrating Chef Daniel's photography introduces a personal reference within the space. Curated shelving displays vinyl records, Italian pantry staples, and curated merchandise while the menu featuring familiar Italian flavors without formality and a distinct coffee program. The layout invites pause or pace, whether grabbing a slice after work, browsing records while a caffè is poured, or meeting a friend before the day begins.

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Olia introduces a slower tempo and warmer palette, supporting extended evenings and shared conversation over a simple, seasonal menu inspired by the rich culinary traditions of Italy. Designed as a place to linger, evoking the refined intimacy of a private members' club, the space is composed of custom Portuguese walnut tables and supple ecru leather benches, polished creamy marble, and high-gloss tawny-toned lacquered cabinetry around a glowing backlit fluted glass bar. Anchored by diffused oversized custom pendant lights, ambient light shifts, from daylight filtered through sheer drapery to a soft, buttery yellow ambient glow. As the room settles into dusk, light grazes across polished surfaces and quiet corners to subtly adjust the mood without interruption. Sculptural accent lighting and custom artwork add pops of colour, texture and rhythm, to contribute to the space's layered composition and support its gradual transition from daytime vibrancy to evening calm.

Mimi extends the sequence into the later hours with an environment structured around cinematic references and an up-tempo vibe. The palette combines deep browns, glossy reds, amber tones, Rosso Rubino marble, and chrome detailing while custom burnt orange velvet sofas, reminiscent of 1960s sunken lounges, and monolithic burled walnut panels line the space. The lighting program, anchored by a repetition of large capsule pendants, produces a consistent low glow across the space. Artwork nods to Italo disco and iconic cinema, while the L-Acoustics system fills the room with a curated soundtrack of vintage soul, jazz, deep disco, and sometimes features Chef Daniel stepping in for an impromptu set. Guests drift in late, sipping cocktails under the canopy of warm light, and settle into the rhythm of the room as night unfolds. The cocktail and snack menus extend into the night, allowing the space to operate as a lounge, informal performance setting, and after-hours bar within a single footprint.

Together, Va Caffè, Olia, and Mimi form a continuous narrative—a progression of spaces that reflect and respond to time, mood, and movement. Designed to shift with the rhythm of the day, the trio encourages fluid transitions: from quick encounters to lingering meals, from quiet corners to late-night gatherings. Rather than fixed destinations, these venues operate as extensions of daily life, each with a distinct tempo, folding hospitality into the habits of a building and the tempo of the street.

Direct Quote from Ste Marie

“We set out to design not just three distinct venues, but a rhythm of experiences that move with the day. It's hospitality imagined as part of everyday life—fluid, cinematic, and quietly integrated into the fabric of the city.”

About Ste Marie

Ste Marie, an established interior and concept design studio, offers glimpses into possible worlds. From meticulously crafted retail and immersive restaurants and bars to boutique hotels and community-shaping large-scale mixed-use projects, Ste Marie approaches their work with the same thoughtful distillation, transcending boundaries of time and boldly challenging the status quo.

With work dotted throughout urban centres including Los Angeles, San Francisco, Seattle, Chicago, Austin, Mexico, Vancouver, and Toronto, Ste Marie has established itself as a leader in guest experience and hospitality design.

Known for their proprietary approach to developing immersive concepts rich in narrative and founded in authenticity, Ste Marie seamlessly blends aspiration with the essential practicalities of performance. Driven by the

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notion of world-building, the studio's work evokes the timelessness of nostalgia and the intimacy of personalized, human-centred experiences. Reinforced by data, science, and functional and operational influences, the resulting design solutions are at once transportive and activating, delivering the ideal conditions for their client's businesses to thrive.

Collaborators

Photography: Conrad Brown Photography

FFE Procurement: Ensemble Projects

Contact Information

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