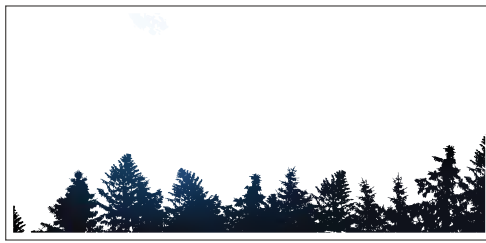


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editorial team

Editor In Chief Dean Serravalle

Advertising Director Paula DiMarco

Advertising Consultant Tina Ferreira

Launch Consultant Carleigh D'Uva

Photographers Marty Pilato

. Joe Barry, Nino Ardizzi

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REVEL.

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letter from the Editor

Joining the Revel Team as its in house professional writer, marketing consultant, and sales representative, Dean Serravalle is secretly an acclaimed novelist and short story writer. His first novel, *Reliving Charley*, was published by Oberon Press to excellent critical reviews and he has published over thirty stories internationally, garnering nominations for the prestigious Journey Prize of Canada and The National Magazine Award. His highly anticipated second novel will be released in Spring '18 by Now or Never Press.

It all began with a reason to celebrate and then the word – Revel. An idea, really, but one with the intent to revolutionize the real estate industry as a boutique underdog of sorts. Modern, sleek, young and aggressive, the word itself caught fire in one imagination before it enflamed an entire, Niagara scene. Soon afterwards it found colour, blue with a tinge of orange. And before long, it reached reality on signs and billboards and social media. The orange blossomed into a circle and all of a sudden, orange became the new sold!

Now Revel is expanding above and beyond the one dimensional. One sold has evolved into a Revel collection. A group of like-minded individuals have now formed a resilient Revelation. Clients have become family. And Revel is now transcending into a media spotlight. Hence, the reason for *Revel Magazine* – Revel Realty's elite, lifestyle venture.

Between these covers you will discover how Revel is synonymous with a reason to celebrate people, culture, art, fashion, music, architecture, and the one gallery that contains it all – a home. Yes, we celebrate all that is good in our lives, with people we care most about, in the places we call home. Revel has pronounced this vision from the start and we are very pleased to showcase our collection alongside interesting and dynamic lifestyles in tune with our positive message.

So enjoy the articles, find fantasy in the visuals, and lose yourself in the lifestyles of those who inspire us to find reasons to celebrate. Revel is the word, but *Revel Magazine* is our invitation to you.

Sincerely,

Dean Serravalle
Editor in Chief, Revel Magazine

Ryan Serravalle launched Revel Realty Inc. in 2013 after a successful basketball career, which earned him a full scholarship at the prestigious College of Holy Cross in Worcester, Massachusetts. After captaining The Crusaders to two Patriot League Championships including two berths in the NCAA Tournament, he played professional basketball in Italy, France, and Poland. Ryan combined his leadership experience on the court with a Psychology Degree and a Masters in Education to introduce REVEL to the Niagara Region.

thank you from the Broker

Iwould like to take this opportunity to express my gratitude to an impressive team of talented individuals who have synchronized their efforts to produce Revel's Inaugural Style Magazine. From photographers to account representatives, to planners, designers and writers, Revel is blessed to have so many people devoted to the common goal of spreading our mission statement to the public – which is to Revel, or find reason to celebrate every day.

Most of all, I want to especially thank our supporters, clients and advertisers featured in this magazine, as well as our growing community and beyond for embracing Revel as a young, fun loving and innovative brokerage willing to serve our clients property interests in a revolutionary way. Without your faith in our philosophy, we wouldn't be able to launch what will surely be an iconic representation of real estate culture in our beautiful Niagara region.

Sincerely,

Ryan Serravalle
Broker of Record, Revel Magazine



MY INTERVIEW WITH NIAGARA'S PIANO MAN, Mark Lalama

By Dean Serravalle

Photos: Nino Ardizzi





bread
winning
instruments,
he unlatches the
gate and at once, his
chicken fans gravitate
towards him. He explains their
different personalities and his
respect for the natural life style.

"If I had my choice, I would be completely
off the grid."

Now he is starting to sound like the artist. The
introspective hermit, reminiscent of J.D. Salinger, who
isolates himself for devotion to a higher purpose. But
Mark's intentions are different. A family man to the core
and always one to laugh out loud in a social setting, he
simply indulges the idea of being entirely self-sufficient,
completely natural, and most of all, pure.

This theme follows us into the garage, which Mark has
transformed into a state of the art professional studio.
Cedar clad walls, sound boards and monitors, a separate
recording studio highlighted by an enclosed, rock
sheathed singing booth; a wall with famous portraits and
signatures, and of course, a tiny fridge for refreshments.

In the soundboard room, he takes a seat and as we settle
in for the interview, Santa Claus arrives. It's a beautiful
summer day in July and Santa Claus, or at the respective
least, an identical doppelganger figure, also famous in the
area for this entertainment role, has dropped in to greet
Mark. The conversation is fantastic as Mark digresses into
stories of Santa Claus and his children, and how this one
Santa took to the extreme of lighting flares at night after
his visit to convince kids Rudolph was leading the sleigh
into neighbouring Thorold.

After the convivial laughter and Santa leaves (not
before handing my brother his card), Mark's mother pays
him a visit. She is the prototypical, strong and vociferous
maternal figure emigrated from Southern Italy. She is
delivering hemmed jeans and wants Mark to make her a
wooden gate because she is babysitting his brother's dog.
She has the measurements written on a tag of paper and
threatens to build the gate herself if he doesn't comply.
Mark promises her to get it done and after a few hugs
and warm goodbyes, we are ready to interview.

I start with the basic questions. When did you get into
music? And Mark answers ahead of himself already.

"My Dad would play clarinet. He would always lean
more towards the classical stuff. He played in wedding

On the drive
there, I review
my notes in my head.

Mark Lalama, musical
genius, lead member of the
Mark Lalama Trio, former musical
director of the number one rated
television show Canadian Idol, a premiere
jazz musician who studied under the likes
of Oscar Peterson, who has played with such
names as Bon Jovi, Tony Bennett, Mariah Carey,
Bryan Adams and recorded albums for Elvis Stoyko
and Gary Taylor... and then I pass a horse pasture and
wonder if I am heading in the right direction again.

Pulling up the driveway a mystical farm house presents
itself and as I look to park, I do so to the side of an
apparent garage neighbouring a chicken coop. That's
right, an elaborate set up surrounded in mesh fence,
centered by a nesting shed of five star standards and
further fortified with a web of looming wires up above to
prevent the descent of hawks; a natural habitat for egg
laying poultry and a true symbol for country living.

Mark Lalama emerges from a side entrance to the garage.
He is tall, bearded, smiling and without the trademark hat
and vest he is so often found on stage wearing, whether
he is performing in the First Ontario Theatre for the
Niagara Performing Arts Program, at the Orbit in Toronto,
or at Coppola's restaurant, where he has entertained so
many over the years since his tenure at Canadian Idol.

"Do you want to meet my chickens?" He asks with
another warm and inviting grin. Not afraid in any way to
get his hands dirty, and not delicate or protective of these

When
you are
searching
for a musical legend in the Niagara
Region, it is best not to trust your
GPS Navigator. After typing in the home
and studio address he emailed me, I find it
humorously ironic that Mark Lalama is off the grid,
so to speak, when he is offstage. Nestled in the beautiful
flora of Fenwick, adjacent to the City of Welland and
the place he is proud to call home, the abode of one of
Niagara's finest musical exports is unintentionally hidden.
So here I am, following The Beatles' Long and Winding
Road to reach my destination.



bands and I remember sitting on the steps of the basement listening to them practice. My brothers and I then started a band playing Beatles tunes and Bay City Rollers stuff, and I think I was twelve when I began singing in my Dad's band. I was tall and looked older than my age. They had an Italian singer so I would sing a few English and rock songs. They had an accordion player but not a keyboard player so it was around that time when I started playing piano in his band every week, you know, making money, performing, living the life of a hired musician."

As he reminisces, Mark is generous in his hand gesticulations and happy to remember those innocent, grassroots times.

"So when did your relationship with music begin," I ask, to further the initial question.

"I was young. My brothers and I were playing somewhere and the Tribune interviewed us and asked if any of us wanted to be a musician. It was then, and I think I was thirteen, when it came to mind. My father would always discourage us from a career in music because he knew how difficult it would be to do it full time, but from that point on, I knew it's all I wanted to do."

Always modest, he digresses into a confession.

"But when I was young, I was super hard on myself and I would doubt. I would only hear the mistakes and think I had a long way to go, and I still do, but that's why I went to study music. I don't think I was that bad, as bad as I told myself, so I went to school to study music and I was introduced to Jazz. I had no clue about Jazz. I remember auditioning for the Jazz workshop and my head exploded. It was a pivotal time in my life. I was exposed to a whole world of music theory and how it works, and the science of it, and how the whole world works."

That strong philosophy and wisdom, which permeates in his work, most notably in songs like Beautiful and Down with The Lonely Night, surfaces and begins to take over the interview. Mark is an artist who makes connections. Music is the very thread line of his life, but also life in general.

"If I take a hammer and hit this thing with a hammer, there is a pitch, actually more than one pitch, and that's where our Do- Re- Me- Fa-So scale comes from. It isn't random. It's part of our universe."

"Music is not a commercial endeavor. It's beyond that. Music plays into the fabric of how I see the world, philosophy, science, and the beautiful complicated layers we experience every single day of our lives."

The conversation is becoming intense now and music, or Mark's perception of it, is literally personified in the

room. It's like it has taken a seat with us and is joining in on the discussion. So Mark decides to speak on its behalf as he describes an epiphany at the age of twenty.

"Frank Falco would tell me that Music is like a magician show. If you listen and you don't know what they are doing, you lose yourself in the illusion of the sound. Once you understand where it comes from, it makes music more real. So I became a junkie learning where music comes from, in the context of a theoretical student, and enjoyed putting it together to create that same magical effect."

As if to demonstrate his theory, or perhaps to provide his own musical bridge for the next stage of the interview, Mark drags the mouse by the soundboard and clicks on a track. The sound that emanates is a twangy, southern guitar solo that he blends expertly into another accordion track. The mix takes on a new, layered, meaning, and the suspense into what other track he will pull out of his metaphorical hat of tricks, increases.

We listen for a while during this interlude and Mark's face lights up. This isn't only a passion for him. It is organic to the bone. A human function synonymous with breathing, thirsting, or loving.

When the music ends and settles into the walls, I ask him how he has evolved as a jazz musician.

"I understand now that there is no need for the gratuitous. I feel like the connection you make with an audience is so sacred. For someone to come and sit in a chair for two hours; I think you owe them yourself in the most genuine way. And if I'm playing with these amazing musicians, I owe it to them to play what I believe is truly worth playing. I think that's where I'm at, in terms of performing. I mean, when I have a gig coming up I learn the material well, but I don't pre-plan the performance. I want it to be on the spot, honest."

He takes a hurried breath and leans in from his chair.

"The real goal is to get out of the way of yourself. What I try to do is not edit myself. I don't want to please. It needs to be the most honest performance I can give, especially when I'm improvising. Sticking to the idea and being me throughout. Bypassing my brain and playing straight from my heart."

"And this theory is not only pertinent to what I do on stage, if it's not worthwhile offstage. I don't want to simply be an entertainer. I want to be entertaining, don't get me wrong, but only to the point where people are engaged. You try to make a connection, an honest one. The audience needs to see a letting go, the communication, a freedom. Just like what we value in life."

A profound silence interrupts his train of thought. No Santa Claus interjections or motherly advice can make him believe in casual, everyday life things anymore. Mark is in his zone now and he is dissecting the beauty of music with his own panegyric, the details of which only a musical savant who has lived it can articulate in the various keys of language. He often struggles to find the right words, so he delves into his own lyrics to demonstrate his belief in the spiritual power of music. He often mentions religion and belief systems and before long, music is religion and religion is music.

"You know, there was a time once, we were doing a fundraiser and before the performance, I was thinking, 'is this what I'm here on this planet for. Am I here to play a few songs for some people? And then a nun came up and thanked us for contributing to the spirituality of the event with our music and, "he stops to laugh at himself, "I couldn't help but be grateful. I was so humbled by her thanking us. I suppose, at the core, music has humbled me to the point where I feel like performing it is like an out of body experience. I become the instrument, the medium itself, and I am both humbled and happy to be a part of that beautiful communication."

We touch on other subjects, of course, like Mark's creative process. How he records a hook with a hand held immediately when it comes to mind. How he fills his notebooks with scratched out lyrics. We even talk of family, kindergarten teachers, and the difference in taste between a homegrown cherry tomato and one bought from the grocery store. Before long, I notice that the interview has exceeded an hour, the visit, more than two hours in total. And when I stand and cathartically shake his hand, he is genuine enough to trade it in for a hug instead. I leave him with the final formalities. If there is anything more you want to add, just let me know, I conclude. He mentions his new cd coming out in September and I promise him my attendance at his next show.

The chickens are hopping around the yard as I pull out of the parking lot and there is a breeze that I let in through my truck window. I turn on the radio and for some strange reason I am more sensitive to the sound, more cognizant of its mysterious intricacies. I crave, once again, a time when music is your only companion and the relationship with it intimate and nostalgic. In my rear view mirror, I can see Mark returning to his studio. He is offering lessons to my brother, who has found inspiration in Mark as a teacher to resume his own passion with music. It is then that I realize the blessing that is music, and how blessed are those who reach us with it. And with that final thought, I am content that musicians like Mark are close enough to listen to, and generous enough to let us into their magical worlds. ●

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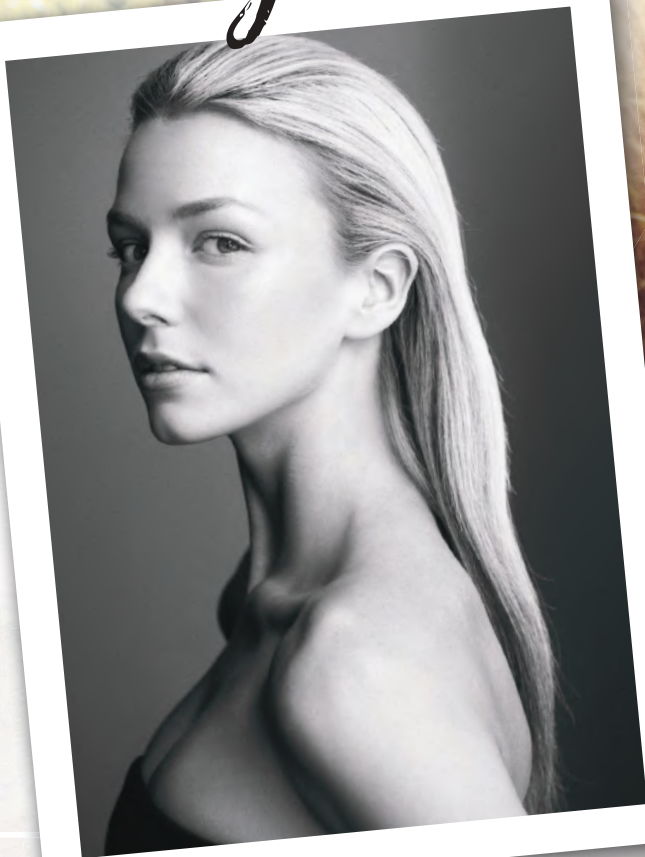
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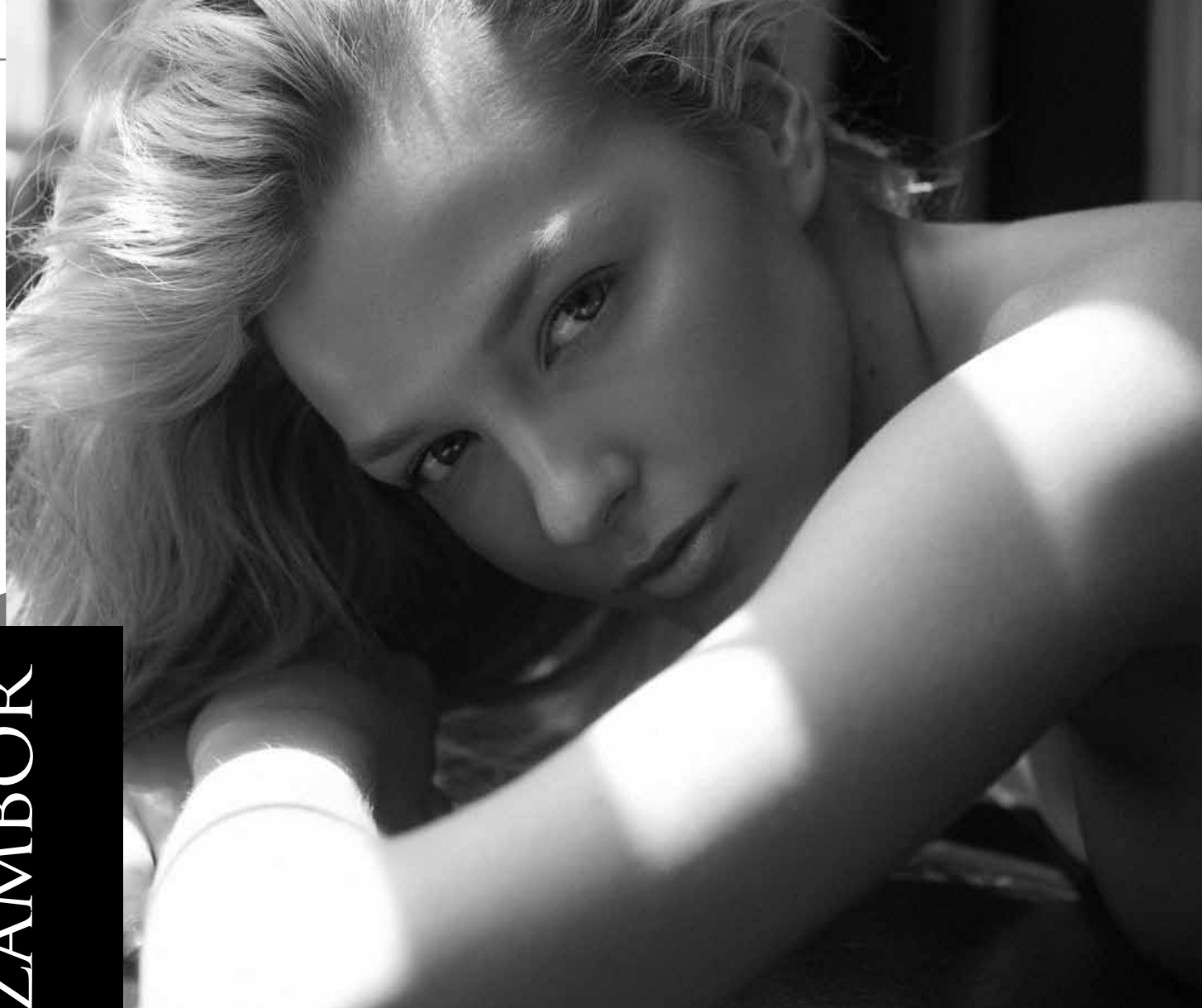
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Q&A
WITH
MODEL
PHENOM

*Rebecca
Szambor*



REBECCA SZAMBOR



Flying under the radar but not for long, Niagara's best kept secret on the fashion scene is nineteen year old model Rebecca Szambor. Poised for international success but grounded in an appreciation for her roots, Rebecca is as friendly off camera as she is on. REVEL MAGAZINE caught up with this upcoming runway/magazine star while she's working in the Big Apple.

Q. Last year, you were modeling on contract in Japan. Where will this year take you on the globe?

A. Yes, last year I was lucky enough to travel to Japan not once, but twice! It was such an amazing experience.

It was my first trip out of the country for work after finishing high school; the true test to see if travelling and living on my own was something I could actually do. Living and working there made me grow as a model so much so that I was finally ready to work in the U.S. This year, already, I have worked in Miami for 4 months and New York for 3 months thus far, and currently planning on staying in New York for the next while. There is talk about me travelling to Milan or Australia at the end of this year, but we will see what happens next!

Q. How does it feel to live a professional life, compared to where most of your friends are in school?

A. It's definitely different! I'm learning new cultures, meeting all different kinds of people, learning how to live and survive on my own, manage my money, and so many other great things. I'm super grateful that I've been given this opportunity because I really have matured and grown up a lot faster, but in a positive way. Shout out to my friends though for working hard in school and still balancing a job and some fun on the side.

Q. What is the greatest misconception about the modeling world?

A. Definitely, the glamour side of things. I mean, don't get me wrong

there are A LOT of perks I get just for being a model, such as the perks of travelling and meeting cool and interesting people. What people don't realize; however, is that I don't travel for free. Yes, the agencies I work for are always kind enough to advance me the money for airfare, rent, hotels, or anything else I may need, but as soon as I work any jobs, that money goes straight to them until all of the money that is borrowed is paid back. We don't live in luxury apartments. We ride on the packed subways everyday-multiple times a day, and for sure, we don't just get everything we want handed to us- I personally, work as hard as I can to prove and show that I have what it takes to make it in this business. Maybe when you're a famous model it's more of a luxe life, but until then... you're working hard for all you get.

Q. What are your aspirations as a model? In another career choice? As a person?

A. My number one goal as a model from the beginning, and the whole reason I started my career is for the hopes of one day becoming a Victoria Secrets Angel.

In another career choice, I have always wanted to work with children in a medical field, most especially cancer research. About four years ago I got my heart set on being a children's oncologist. Hopefully I can fulfill that goal, one day at Sick Kids hospital. I really do feel for that specific career choice you need to know you want it and not just fall into it because it's such a meaningful and powerful position to hold.

As a person, I just want to make a positive impact on everyone I meet. Of course I hope my modelling career works out because I would love to donate to many charities and make one of my dreams come to a reality by opening my own hospital with several categories of help, with extreme funding to those in need of it. I have seen firsthand those in need in the U.S. I visited the hospital in Miami and for one day of tests and racked up a bill of nearly \$30,000. That is insane! Luckily I am Canadian and have insurance but if I didn't, I don't know how I would ever afford my health care. I wouldn't wish that upon anyone.

Q. What do you miss most about

home when you are abroad, or living in another country?

A. Totally my puppy and family, friends. And having my family cook for me. Lol. Although I have made great friends that I will have for life everywhere I've travelled, I do get lonely sometimes and of course miss the people that know me best. It sucks to come home to an empty house most days. At my home in Niagara, I'm so used to always being greeted by several kisses from my little puppy and a hug from my mom.

As for the food, wow I miss it. Not having to buy my own groceries and cook for myself was totally something I took for granted. Having to cook everyday for myself, especially on my lazy days is the worst, and often results in a few pizza deliveries. Lol. I remember how difficult it was in Japan because I'm super picky with my food and I am uncomfortable cooking with raw meats. I would always call over the other models to my room to cook for me and bribe them with chocolate - it always worked!

Q. Any new developments in your modeling career?

A. For sure! I'm working in the U.S. now which is a major step up because it's not only the hardest market to work in, but also it is very hard to get a working visa here. I've been working more often and with better clients- hopefully everything pans out.

Q. You have probably grown accustomed to being recognized as beautiful. How would you describe your inner beauty?

A. I have always believed beauty matters most on the inside because eventually all looks fade and what will you have left? I would describe my inner beauty as my most appealing feature. I am very genuine, warm hearted and caring for others. I would do anything and everything to help a friend or even a stranger when they're down and need a pick me up. I have realized my inner beauty has grown more with travel as I've seen and helped many strangers along the way. I really have grown as a person because not only have I helped people, but also I've learned from people helping me through this journey. ►



Q Do you plan on returning to school? What would you like to study?

A. I do for sure! Not 100% sure when, since I am travelling and seeing how modelling pans out currently, but I totally want to and will go back to school at some point. I was accepted to McMaster and Brock originally out of high school, for sciences, so I plan on going back to pursue those studies. As I said above, I want a career in Oncology so some area of sciences is what I would ideally like to study.

Q. What have you learned from other cultures, travelling, living in other countries, on your modeling adventures?

A. I have learned that everywhere I go is completely different. The atmosphere, the people, the cultures, the way the people of each place live in general. Japan was filled with genuine, generous, kind hearted people, always willing to stop and help you, even with the language barrier. The Japanese are very admiring and complimentary. The culture there was so interesting and the temples I visited were all so beautiful. Housing very small and simple, but still cute. Their festivals go all out, lots of music,

thousands of people and fireworks.

Miami was a little more crazy. I had a great group of friends I would play beach volleyball with every day or just hang out and chill with. There are many great restaurants and entertainment venues on the strip. Housing was pretty expensive but the apartments were all very central to everything.

New York - All I can say is WOW! I thought Japan was packed, but New York is just as crazy. So many people, always on the go. Oddly enough, I feel the most safe in Manhattan. With all of the working people – basically on a mission to get to work or meetings on time – it makes me more motivated and calm. It's a great atmosphere and so easy to meet people. Everywhere I've been thus far has impacted me positively and has given me so much life knowledge, I couldn't be more grateful.

Q. How do you want people to really see you?

A. I would like for people to see me as a just a normal, down to earth girl. But also very hard working and driven to succeed in what I want. I will work as hard as I can and I won't quit until I reach

my goals- though they must be realistic. I want people to use me as an example, that no matter how hard or far you may think your goals are, you still need to push for them. For example, I'm just your average girl from St. Catharines who got scouted out of the blue and has now worked her way up to New York City living by age nineteen. People need to push for what they want and plan on making their dreams a reality- I mean, I'm sure trying.

Q. Many models eventually get into acting? Have you done some yourself? Does this interest you?

A. A lot of models go into acting, considering you put 2 and 2 together and it's the perfect combination to have in this industry. I have not quite broken into the acting portion of the industry yet, but I do plan to in the future, yes. Commercials are for sure an option in my future so it's an important factor to at least know and be comfortable with the basics. I did one holiday commercial, actually, in Japan, and it was awesome! Such a blast, we shot throughout the night in a closed mall and were dressed as elves. I even had to speak some Japanese! For sure an experience I won't forget :)

Q. What do other models/celebrities say when you tell them you hail from the Niagara Region?

A. A lot of people are surprised, actually. Most working models in the areas I've worked with thus far are mainly Brazilian and Russian. So when the odd Canadian comes around, people do get a little surprised. Then I always get the "yeah, I could tell by how nice you are that you were Canadian." Or the "do you guys actually say "eh" a lot?" But everyone thinks it's great, after all.

Q. There is a lot of pressure applied to your career, whether it involves body

image, age, or superficial judgments. How do you deal with this pressure?

A. This is for sure the biggest struggle for me personally. Of course you want to make sure you look as perfect as possible, with perfect skin, and nails, and hair, and the perfect slim body, which makes it very hard to be happy with yourself. Throughout my three years so far of modelling, I have had various melt downs and doubts in myself, and body complaints, but you just need to be strong enough to stick it out and push through it. There have been many times where I've thought to myself, "I can't do this, I'm not good enough, I'll never succeed" because I'm constantly surrounded by beautiful, almost "perfect" women/competition, and it's hard to not compare yourself. I'm starting to get better with it though and as you continue in this industry you learn that you can't compare yourself, because everyone is beautiful in different ways and all clients want different things and looks. You need to be happy and love yourself and when that finally shines through in your personality, there is no client you can't win over with that natural and confident glow.

Q. Do you love what you do? Are you passionate about modeling? Why?

A. Yes I love it! If I didn't, I wouldn't be able to do it. Modelling at this level consumes so much time, energy, passion, dedication and sacrifice that if you're not 100% invested, you won't succeed. I feel like the people who do best in this industry are the ones who couldn't imagine their lives without modelling. It has grown to be my lifestyle and my motivation to work harder to achieve the success I wish for. ●



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MIKE ALLEN OF ACK Architects

By Dean Serravalle

If the design world spawned architects with super heroic capabilities, Marvel Comics would definitely position Mike Allen as its leading man. With a cool and calm Clark Kent demeanor in his corporate role as one of the three leaders of ACK architects, this Niagara native has proven time and time again that his architectural renderings carry a creativity fit only for big screen dimensions. A graduate of Ryerson University with over twenty years designing under his belt, Mike Allen is already a household name in the Niagara Region. An avid bike rider and proud family man, Mike will be the first one to show modesty in the light of his many, architectural achievements. After forming ACK architects, Mike grounded this corporate expansion into commercial, industrial, hospitality, and institutional designs with a simple motto – “Stay personal.”

“When I graduated from Ryerson there was very little work for architects, so I decided to start my own design business. We called it Design Innovations and I believe both words rooted themselves in the creative process of all of my future designs.”

Locally, it isn't difficult to recognize a Mike Allen home design. A simple drive by automatically invites you into the designer's impressive creative scope, and upon entering, there is a distinct identity based in an appreciation for all genres of design. It isn't one detail initiative that supplants another, according to Mike, although one motive is the thread line linking all of his creative ideas to a target.

MAKING DESIGN

personal



"I've designed so many different homes and projects, from classic to modern, from contemporary to

cutting edge. But first and foremost, the personal connection inspires it all. What the client brings to the table sparks the creative process and from that initial energy I bring my ideas to the plan. After factoring in the clients ideas first, it frames the entire process."

Nonetheless, a Mike Allen design is never predictable on any comparison point, even by such a standard. In a retrospective and nostalgically humorous memory, Mike Allen recalls the first time he designed a modern home in the region.

"It was a time when modern wasn't in, so everyone automatically assumed I was an architect who was solely immersed in this single genre. Ironically, I was designing all kinds of traditional and classic homes. I think one of my trademarks is making whatever style I design current. By doing so, no matter what the design, it will find relevance in current time."

Mike also stresses the importance of taking other factors into consideration, mainly an appreciation for the environment and the context of living conditions in the immediate area of the potential build. Incorporating this research into his design process allows

him to synchronize the rendering to its rightful place on the plot of land. After all of this preparation, however, Mike returns to the pencil first.

"I'm a notepad and pencil beside the bed kind of guy. My process starts mentally this way, sketching freehand. And then, it reaches a point where I need to introduce technology into the equation."

Always modest, Mike values the importance of collaborative work at ACK architects. He praises this team first priority of working through the design together and opening up the design to feedback and various perspectives on the initial idea. As a result of this philosophy, and as stated on their website (www.ackarchitects.com), "this new incorporation strives to further enhance the innovative approach and services offered by the original practice."

The projects speak for themselves and span a spectrum of community and provincial needs. From commercial to entertainment to hospitality, industrial, institutional, interior design and wineries, ACK architects is proving that no project is beyond the vision of its designers. Mike Allen, with partners David Chui and Ken G. Kruck, have become corporate leaders as well as creative stalwarts, earning both respect and design awards from those paying attention in the design world.

Mike takes it in stride and is finally stumped by the question of whether there is a design he would like to tackle that he hasn't already.

"Wow, that's a good question. I've had the opportunity to work on just about every type of design and every design has its own challenges, but I would like to design an Art Gallery one day."

His eyes light up.

"Yeah, a museum or Art Gallery would be cool to design," he repeats himself for the first time and before he realizes it, architectural design just got personal again. ●



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An inside look into Revel's Multi-Media Famous Realty Team



If you haven't recognized their trademark "blue-berry" sold logo yet or perused their quirky social media videos, you might be the only one in the region who hasn't seen how The Barry Team is revitalizing the way a house is marketed to the public. Built upon the reputational foundation of Emily Barry's twelve year experience as one of Niagara's top producers, it didn't take long for husband Joseph and young prodigy, Darcy Richardson, both former accountants, to catch wind of the potential of combining forces.

As a result, business has exceeded expectations and sales have nearly

tripled over the past two years with an additional and specialized focus on customer service and elaborate marketing initiatives.

Always first to acknowledge that the real estate business is a relationship, referral based entity, Emily is well aware that attention to detail paves the way for fulfilling customer satisfaction.

"As a team, we are energized by the opportunity to offer more attention to a listing."

More includes professional HDR photography, 4K personalized video tours, which also becomes a great

marketing tool and keepsake; staging consultation and décor; social media targeted advertisements that are generally viewed by more than 15,000 per listing, and up to 30,000 views per photos, not to mention a social media reach of over 300,000 people per month!

With this systematic and creative approach to marketing in mind, The Barry Team prides itself on client care/service before, during, and after the sale. Their standards are high and as a by-product of these additional efforts, The Barry Team is achieving well deserved fame for their videos, growing sales statistics, and real estate savvy.



CHEF SCOTT BAECHLER

Inspiring Culinary Creativity

By Dean Serravalle

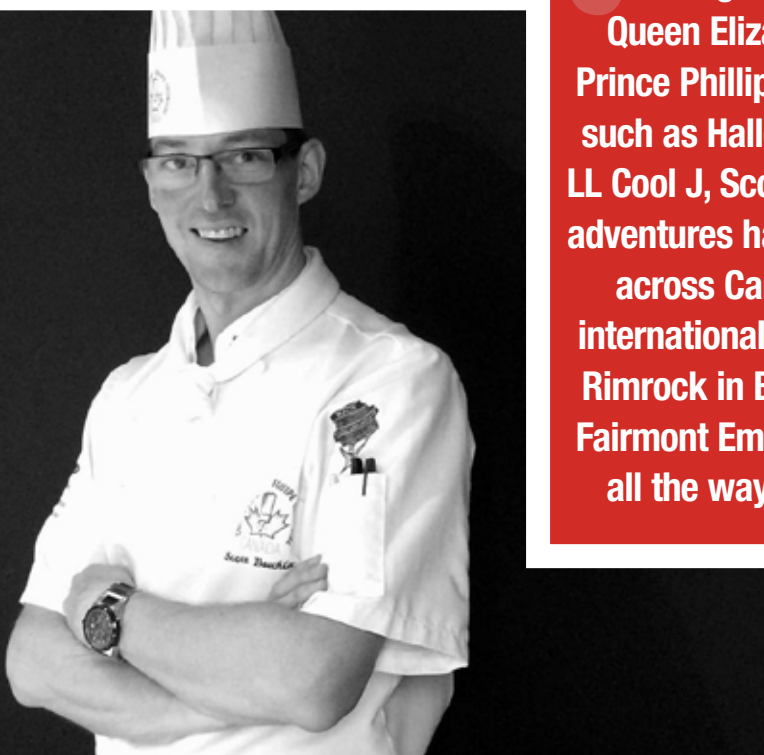
The true mark of a flourishing and prosperous region is the artist who emerges distinctively from it. Niagara is famous for the visiting chefs it has attracted. However, one local culinary artist is branching off into the world and beyond to prove that chefs can achieve celebrity status from their homegrown roots. With over twenty three years of combined culinary, food and beverage industry and education experience, Scott Baechler has estaged in some of the world's finest kitchens, some of which include Marco Pierre White's Canteen; The Connaught Hotel; Daniel's three-star NY, NY; and renowned Chef Thomas Keller's Per Se, NY, NY.

Having cooked for Queen Elizabeth and Prince Phillip, celebrities such as Halle Berry and LL Cool J, Scott's culinary adventures have spanned across Canada and internationally, from The Rimrock in Banff, to the Fairmont Empress in BC, all the way to Dubai. His culinary achievements are just as varied. Formerly a member of Culinary Team Canada, he captured gold medals in Basil, Switzerland (2013) and Luxembourg (2014). He is currently a mentor for Junior Culinary Team Canada at The Canadian Food and Wine Institute at Niagara College, where he is now full-time faculty.

Most recently, and under the mentorship and leadership of fellow culinary professors, Olaf Mertens, Avi Hollo, Catherine O'donnell and Craig Youdale Dean, Culinary Team Canada took top podium at a National competition in India.

Revel caught up with one of Niagara's best kept culinary innovators to steal one of his famous recipes for the inaugural issue of REVEL MAGAZINE. ●





“ Having cooked for Queen Elizabeth and Prince Phillip, celebrities such as Halle Berry and LL Cool J, Scott’s culinary adventures have spanned across Canada and internationally, from The Rimrock in Banff, to the Fairmont Empress in BC, all the way to Dubai.

chocolate charlotte recipe

by Scott Baechler

Shopping list

Eggs 75g
Sugar 165g
Vanilla extract or paste 1.5 g / 1 tbs
Unsalted butter cubed 141g
All purpose Flour 53g
Callebaut Coco Powder 50g
Kosher Salt .04g
Chocolate Callets / chips 112g

For presenting :

Powdered sugar
Whipped Cream

Method:

1. Cream Eggs, Sugar, and Vanilla in mixer on low speed
2. Melt Butter over a double boiler half way, remove and whisk until creamy
3. Sift flour, coco powder, and salt
4. Slowly add half the flour mixture then half the butter alternate until combined, scrape down as- needed.

Remove from mixing base, fold in chocolate chips

Allow to sit in a cool place for at least 1 hr, stir well and pipe into forms

(timbal moulds, muffin tins, or silpat forms)

Fill to just below the top of the rim

Nock it down!

Bake at 350° F for about 14 minutes, test with tooth pick, no licking and double dipping!

Once baked, remove from oven and allow to rest for 10 minutes.

Then freeze to easily POP out of forms, lightly reheat to melt chocolate chips, dust with icing sugar and serve with fresh fruit or my Niagara Ice wine Vanilla Peaches and whipped cream.



Chefs tip:

This sweet that freezes very well to be made in advance or a late night nibble, pop it out of the freezer and a quickly warm through, and you have a rich tasty chocolate bite.

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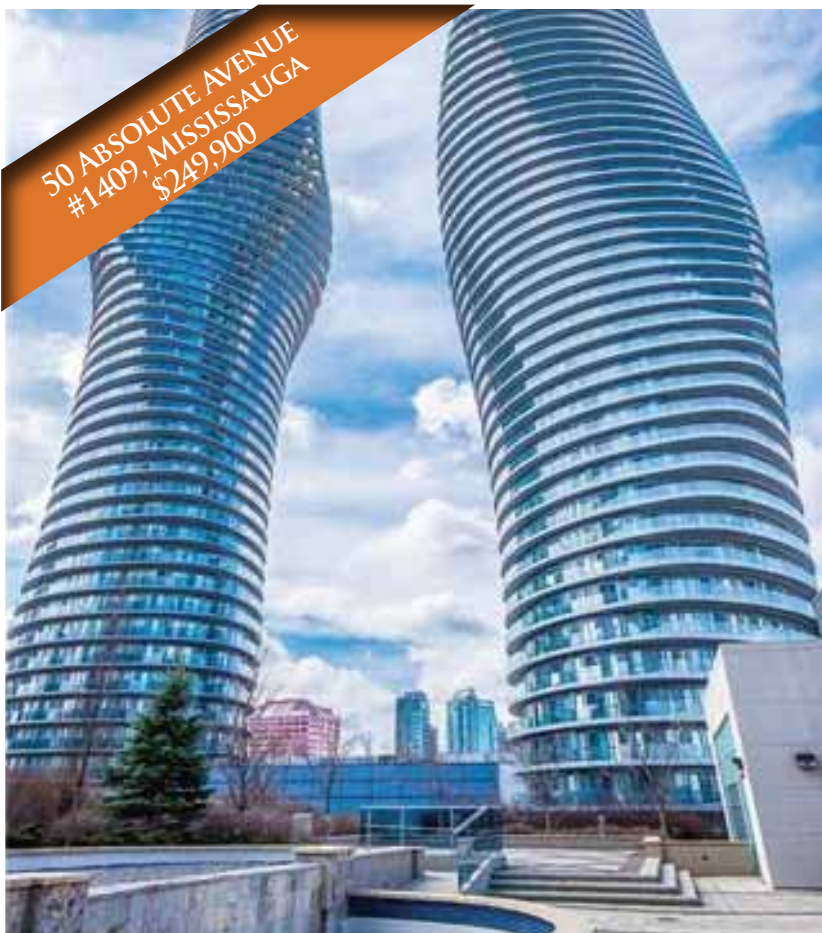
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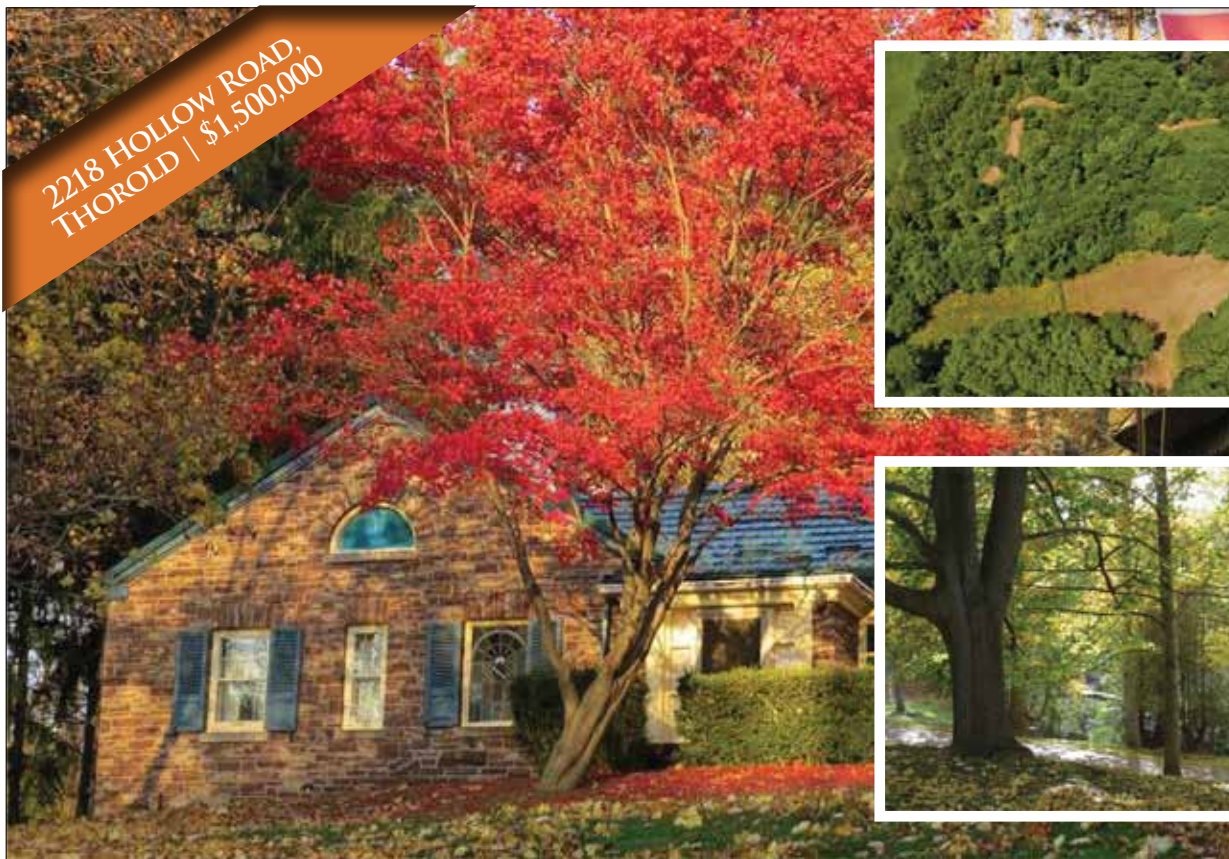
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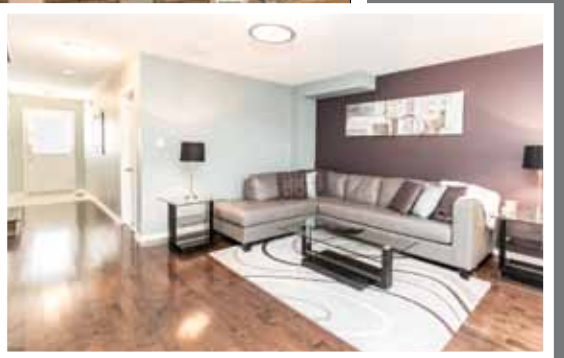
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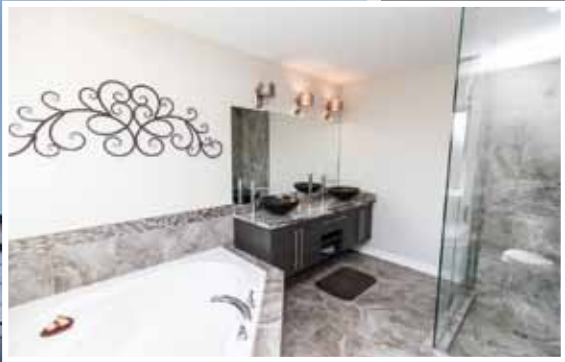


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Although Revel has embraced social media in an innovative and creative way to better serve marketing opportunities for its clients, there is much more to the recipe than posting homes on Facebook, Twitter and Instagram. Revel has synchronized its aggressive vision for selling homes with the expediency and efficiency that social media has to offer on a timely basis. As a result, Revel's marketing campaigns have developed an online personality and identity for Revel, which includes humour, fun loving celebratory sold jumps, staged social events for Revel's realtors, and precisely targeted marketing initiatives that have gone on to reach record

"likes" and "views." Revel is very pleased to promote homes via social media but equally delighted to publish success stories, client satisfaction and appreciation moments, alongside new and impressive directions like Revel Expansion into Fonthill and St. Catharines. Social Media, as a popular internet temptation, may be a collection of random information often frustrating to sift through, but Revel has used it professionally as a driving force for marketing accomplishments and home sales.



With that said, what's wrong with having a little fun along the way? Revel Online is not only Revel via the internet, but Revel in the community, making personal connections, celebrating in style and meeting clients in various locales to provide the most friendly, and approachable customer service. Revel prides itself on its youthful and fun loving agents who enjoy getting together not only to network, but also to share personal sales experience in a positive light. Joining The Revelation is much more than posting a picture or a location. It's joining a group of like-minded people who realize that you need to enjoy life as much as you enjoy your career!



REVEL.OFFLINE



When Revel agents aren't branding themselves online, they are hitting the ground in person and making personal contacts with friends and future clients. From local and nationally inspired charity events, to participation in the diversity of what the Niagara Region has to offer, Revel is constantly welcoming new clients into the family by word of mouth. What distinguishes Revel in this context is our personality, simply put! As



our namesake preaches through our mission statement, to "Revel" is to "celebrate." Revel Offline is a group of hard working characters who like to unwind and celebrate their accomplishments in various Niagara Region locales. You will definitely recognize us because we are usually the ones laughing the most at a table, suffering together at a local boot camp, or tasting fine wine at one of our local vineyards. There are definitely online benefits to being a Revel Realtor, but offline is where the party is at!



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Brokering Revel

From One Orange Ball to Another



By Dean Serravalle

How does an accomplished professional athlete who is passionate about teamwork and acclaimed for his ability to lead as a captain, find a day job? He opens a Real Estate Brokerage back home. And in doing so, introduces another style of play to the Monopoly game of real estate life in the Niagara Region. Revel is the inception of an entrepreneurial dream but for Ryan Serravalle, it is also an extension of a previous life fueled by competitive fire, comradery with teammates, excellent coaching, and of course, revelling in victory.

"It wasn't easy for me to adopt another career after my scholarship and pro basketball days, but I came to realize how much more you can impact a person's life by helping them find a home for their family."

Since Revel has explosively mushroomed onto the Niagara real estate scene, Ryan has made it his top priority to stoke the fire of his new broker vision, which includes elite customer service and in house partnerships with new home builders, real estate lawyers, mortgage brokers, artistic photographers and professional writers.

A one stop real estate and marketing enterprise, Revel has termed this expanding movement The Revelation for its contagious ability to transform an otherwise static landscape of real estate transactions.

"The Revelation arose from the same passion that motivated me to practice day in and day out as a professional athlete, and from the same belief that you can make something good happen if you offer the right ingredients to the mix of an idea. My team at Revel inspires me to lead them. Their energy and enthusiasm has become the growing impetus behind The Revelation and I am honoured now to steer this movement into the future."

Along the way, and similar to his basketball playing days, Ryan has stressed the importance of marrying play with work.

"You have to have fun while you're working hard. It isn't enough to simply do what you are supposed to do. At Revel, we try to create a positive, creative and enjoyable environment for our agents to work in. We stage team

events and social activities to foster family growth and better social relations with our clients, whom we invite into our orange circle of trust, so to speak. Creating positive karma is essential in our business strategies and we thrive as a group with this in mind."

In light of this play and work atmosphere, Tina Ferreira, Ryan's full time assistant, has started her own, online blog, entitled "Brokering Revel," at www.brokeringrevel.ca to give insight and humorous observations into the life of Niagara's busiest broker.

"The positive energy at Revel creates all kinds of humorous and human situations for all of us who contribute our passions to this idea on a daily basis. Agents are joining and the family is growing and diversifying in character and personality. Every day is becoming a new episode to the story Revel is creating in the Niagara Region, so I thought it would be great to document it, and more specifically, the vision that has become contagious to all of us in the office."

As Revel continues to grow with new offices in Fonthill

and St. Catharines, Ryan understands the challenges of sustaining a winning team. With two Patriot League Championship rings and two March Madness Tournament appearances on his resume, he also understands the importance of knowing who you are playing for.

"It's hard some days to better yesterday's success, which is why it is so important that Revel keeps its focus on the real prize, which is satisfying our clients. Just like sport, your fans are the most important people to you. Their opinions matter and their devotion drives you to find better things in yourself to offer. In real estate, our fans are our clients. We serve them, we cater to them, and most of all, we value the faith they have in us. Revel will change and grow, this is inevitable, but it will always keep its eye on this championship ring, which is to make our clients revel in their own home victories." ●





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For over two decades the Lane name has been synonymous with rural properties. But these gals have taken it a step further,

expanding from their country roots and branching out to both urban and suburban environments, all the while maintaining their homegrown values and appreciation for the pastoral luxuries of country life.

Penny and Heather pride themselves on their family style devotion and passion for heart and soul rural properties with each sale and buy. They implicitly understand the joys and challenges of living the dream life in the country and are happy to help families find their ideal property to raise their loved ones.



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Revel has always valued education as a thread line for sustainable success and professional growth. With changing trends, new construction developments, and increased competition in the market, Revel is one step ahead with its innovative and creative in house Mentoring Program.

Initiated with Revel's aggressive vision in mind, and featuring passionate, industry respected and inspiring mentors, Revel's Mentorship Program is a now a teaching mainstay to new and experienced agents alike.

Ryan Tergeson, the Mentoring Program's first graduate attests, "Over the last year, the mentoring program is a great asset to fall back on when engaged in a challenging deal. Most importantly, it creates a community amongst ourselves that extends out into the communities we list and sell within. We have been trained to work together and because of this teamwork, we help our clients sell and buy with greater efficiency."



New agents to the Revel family are trained in various facets of the real estate industry with specialized, one-on-one focus on marketing campaigns, accurate branding, and new media. Sessions are consistently staged in our training facility and appropriated with educational resources so that agents hit THE REVELUTION in full stride with immediate sales and a growing network of buyer clients.

Joining THE REVELUTION involves much more than adding a name to a list of realtors with similar interests and goals. At Revel, new agents are consistently inspired, encouraged and supported to reach household name status as premiere agents who are performing at the top of their game. ●

"MARKEN" HOMES



NEW BUILDS, OLD SCHOOL PHILOSOPHY, PARTNERED SUCCESS

REVEL is very proud of its professional affiliation with Marken Homes, one of Niagara's Premier new construction builders. Led by partners David Kendall and Fausta Marandola, Marken Homes has emerged as a top quality builder whose customized, personalized service is second to none in the industry. With a hands on approach inspired by a modern mission statement – "Dream, Design, Build" – in mind, Marken Homes is selling out neighbourhoods with speed and alacrity, while raising already impressive house standards along the way.

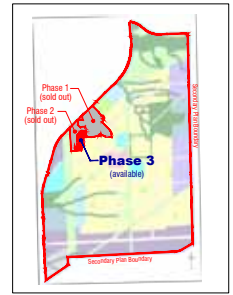
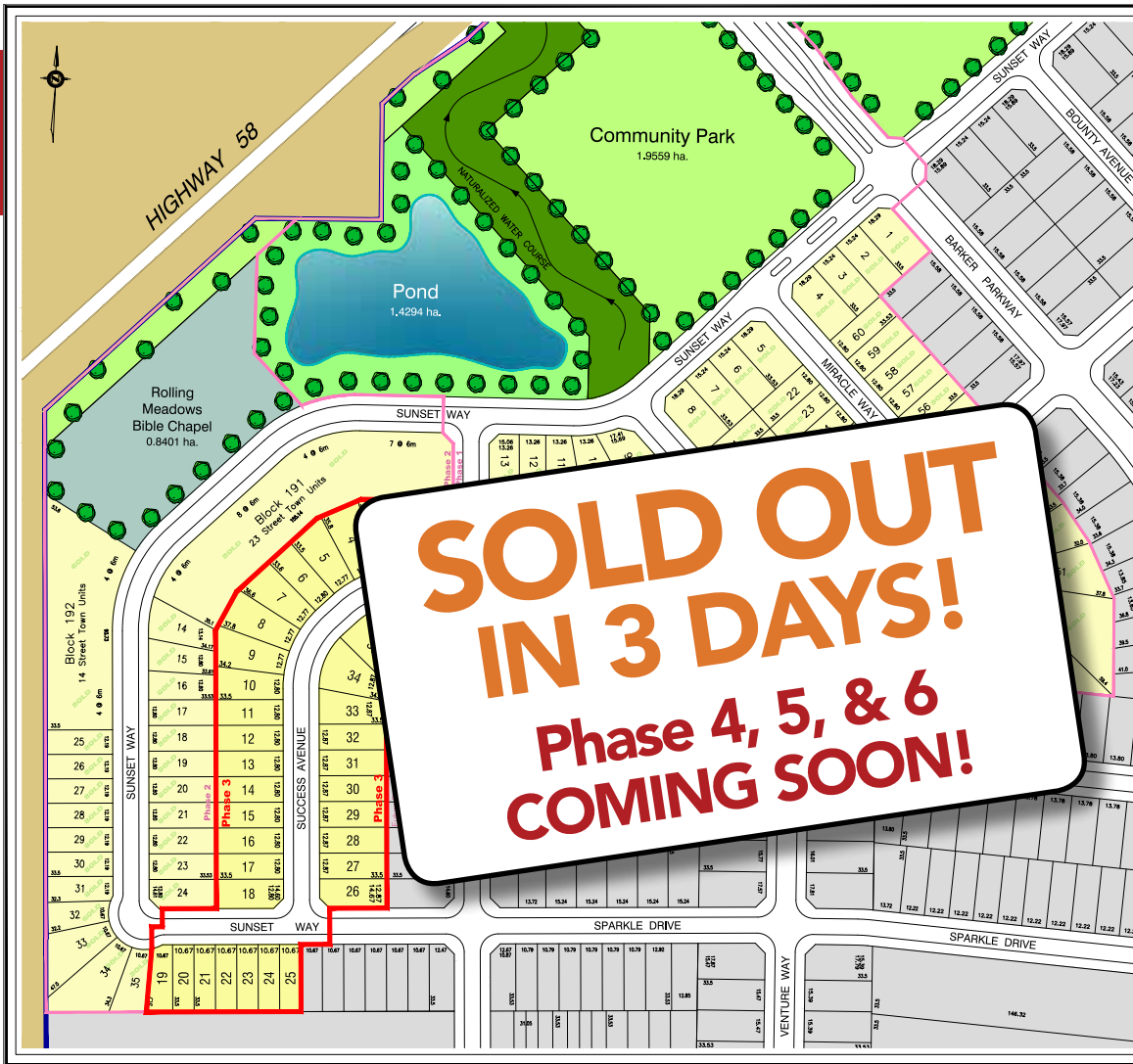
For over twenty years, Marken Homes has based its philosophy on creating options for its clients instead of squeezing expectations into a cookie cutter limitation. Open to suggestions and innovation at every stage of the process, Marken has entrusted Revel in an exclusive capacity with the responsibility of promoting these options to a client base interested in customization over capitulation. Such options are based on a solid foundation of impressive standard features, which are often their competitor's upgrades. From offering air conditioning and HRV systems with every new build, to studding and insulating basements to the drywall stage, to including kitchen pot lights and backsplashes in the standard package, Marken is always interested in giving their clients a step ahead in this ever competitive marketplace. Upon entering a contract with the builder, Marken

clients will find themselves led by the builder herself, Fausta Marandola, every step of the way, from design to completion of their home. And with Revel marketing neighbourhoods, new building sites, subdivisions and floor plans, the clients are well supported to make sound and lasting decisions with warranties for future investment protection.

Best of all, Marken clients will have a consortium of suppliers, Revel agents, and builders to consult with, which makes the entire house buying and building journey enjoyable, effortless and memorable.

The formula speaks for itself in the results. In the past year, Marken has already sold out its Willowridge and Stamford Glen condominium developments; Optimist, Oldfield and Fernwood subdivisions in Niagara Falls; Lookout in Fonthill, while recently acquiring lots in Rolling Meadows (Thorold), River Creek (Fonthill), with reservations already booked for Phase Two Oldfield (Niagara Falls).

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EXISTING PHASES
SECONDARY PLAN CONTEXT

PHASE 3

PHASE 3 LOT SCHEDULE	
Frontage	Lots
45'	1
42'	27
40'	2
35'	7

THE
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OF ROLLING
MEADOWS



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meet the REVEL team!



RYAN SERRAVALLE
Broker of Record/Owner
ryan@revelrealty.ca



DENNIS DE PROPHETIS
Sales Representative
dennis@revelrealty.ca



JUDITH MAYNARD
Sales Representative
Judith@revelrealty.ca



HEATHER LANE
Sales Representative
heather@revelrealty.ca



NICKI SERRAVALLE
Office Manager
nicki@revelrealty.ca



JOE BARRY
Sales Representative
joe@revelrealty.ca



PHYLLIS DE PROPHETIS
Sales Representative
phyllis@revelrealty.ca



JESSICA McDONALD
Sales Representative
jessica@revelrealty.ca



GARY ABRAHAMS
Broker
gary@revelrealty.ca



ELISSA BIAGI
Sales Representative
elissa@revelrealty.ca



ALEKS DJURKOVIC
Sales Representative
aleks@revelrealty.ca



JOSEPH GUGLIOTA
Sales Representative
joseph@revelrealty.ca



ROB MACINTOSH
Sales Representative
rob@revelrealty.ca



NADIA ALI
Sales Representative &
Training Facilitator
nadia@revelrealty.ca



SHELLY COUTU
Sales Representative
shelly@revelrealty.ca



ELAINE FRITSHAW
Broker
elaine@revelrealty.ca



RON KAYE
Sales Representative
ron@revelrealty.ca



NATASHA MARONE
Sales Representative
natasha@revelrealty.ca



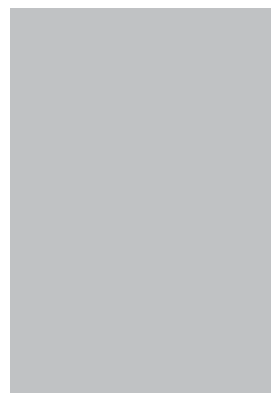
EMILY BARRY
Sales Representative
emily@revelrealty.ca



CHRISTINA GUARINO
Sales Representative
christina@revelrealty.ca



PENNY LANE
Sales Representative
penny@revelrealty.ca





LOVET POSTERARO
Sales Representative
lovett@revelrealty.ca



RYAN TERGESON
Sales Representative
ryan@revelrealty.ca



DRAGOS VUJIC
Sales Representative
dragos@revelrealty.ca



CRYSTAL SIMONS
Sales Representative
Crystal@revelrealty.ca



MORGAN MURRAY
Sales Representative
morgan@revelrealty.ca



DARCY RICHARDSON
Sales Representative
darcy@revelrealty.ca



MELLISSA JUDGE-WOODS
Sales Representative
mellissa@revelrealty.ca



ROBIN SMITH
Office Administration
admin@revelrealty.ca



MICHAEL O'CONNOR
Sales Representative
michael@revelrealty.ca



PATRICK RIDGEWAY
Sales Representative
patrick@revelrealty.ca



JONAS TOMIUCK
Sales Representative
jonas@revelrealty.ca



SIYUAN (EMILY) YE
FRASER
Sales Representative
emilyye@revelrealty.ca



PAULA DIMARCO
Office Administration
fonthill@revelrealty.ca



NICHOLAS PASQUALE
Sales Representative
nicholas@revelrealty.ca



DEAN SERRAVALLE
Sales Representative
dean@revelrealty.ca



CORRIE VEENSTRA
Broker
corrie@revelrealty.ca



TINA FERREIRA
Personal Assistant
assistant@revelrealty.ca



EDDY PYBUS
Sales Representative
eddy@revelrealty.ca



ALANA SOMERVILLE
Sales Representative
alana@revelrealty.ca



SHELLY VILLELLA
Broker
shelly@revelrealty.ca



CARLEIGH D'UVA
Executive Host
executivehost@revelrealty.ca



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