



Journey of a Staging Business

– from Mumbai to Winnipeg

BY ANAMIKA ANWESHA, CCSP

“Home is where the story begins!” Fits perfectly for my home in Winnipeg, where a new story begins; a human rights activist committed to the cause of social justice for 15 years decides to launch her own business in property staging and décor - “Midas Touch Staging”. A year ago, I would have rejected the idea of becoming an entrepreneur even if a Tarot reader predicted it. In November 2022, I registered for CSP International™ Staging Business Training Academy's program on a whim, and even before I finished the course, Christine Rae had convinced me that it is possible to build a profitable staging business, applying my creative talent and business acumen!

My creative talent was visible, since childhood, in my interest for painting, sewing, knitting, and cooking. The idea of “transforming old and creating something new” also fascinated me. Growing up with two extreme parenting role models, I naturally was more inclined towards my father's disposition for cleanliness and neatness. Cleaning the space, rearranging the furniture, and decorating that tiny

apartment in Mumbai was so much fun for me, even as a child. This trend continued in my adulthood, when I designed two of my condos from scratch. Every visitor to my home insisting I am in the wrong profession. Even so I never thought of designing other people's homes, even when the condo buyers said - “We will never be able to recreate anything as beautiful as this”.

Transforming my new home from a 1950s shabby-looking, falling-apart house in Winnipeg was an adventure. From scraping off dark brown weathered paint from the walls, to changing the ancient brass light and bathroom fittings. Growing up in the tropical climates of Mumbai, between heavy monsoon season it was always either warm or very warm. In Winnipeg was the first time I experienced the beauty of fast-changing and distinct seasons. It was a “Eureka” moment for me while brainstorming and doodling ideas for my own home décor, I was inspired to design around the Canadian seasons!



Living Space: Fall (cabin in wilderness)

The furniture, floors, and walls created a neutral backdrop of brown, white, black, and grey. I chose

bright fall foliage colors of yellow, orange, green, and red to create a welcoming, cozy and warm feel. The nature inspired colors merge in complete harmony with each other.

Dining and Kitchen Space: Spring (cottage by oceanside)

The rains are the theme of this space, as I miss the "monsoon" of Mumbai. The dining and kitchen were designed to reflect the dark blue sky and the green plains of the Prairies with accessories bringing in the rain elements - the hanging lamp with raindrops or the painting of umbrellas, and the bamboo inspired furniture brings in the forest feel. "Hope" captures the soul of this space – hope for a new life, rebirth, and happiness!



Master bedroom: Summer (cottage by oceanside)

Being a zodiac water sign and raised in the port city of Mumbai, the ocean has a special place in my heart, so there was no doubt to me that ocean blue would be the color for my bedroom. A magnificent vintage white metal canopy bed captures the attention as soon as you enter the room, then you feel relaxed with the white-and-blue furniture and loads of greenery. This room brings me joy and happiness.

Guest bedroom: Winter (cabin in wilderness)

The harsh Winnipeg winter does not bother me even being a newcomer. I rather feel enchanted by the divine beauty and the piercing silence of the cold winter. So, the room is designed in winter colors of grey, black, and white, and the warmth added with yellow-purple colors as accents. The bright yellow mirror resembles the bright sun of Winter-peg, and all the accessories exude "warmth" – the figurines of girls wrapped in winter clothes, white owls, and winter gnomes.

A wise person once said, a home is never finished. My creativity does not let me sit idle, so the home project continues; but this home and CSP International™ gave birth to my business "Midas Touch Staging", and my energies are currently focused to launch the business in April 2023. As a social activist and fitness freak, my love for saving mankind extends to nature. CSP training taught me how I can embed my desire for wellness of mind-body-spirit, as a niche in readying property for sale as a property wellness™ consultant incorporating recycled material, natural elements and biophilic design. I also envision this enterprise employing creative newcomer/refugee women, who struggle to fit into the Canadian workforce and make sustainable careers for themselves. Christine's motivation and business acumen mentorship gave birth to "Midas Touch Staging", and I will deliver the promise this business makes - "The Magical Touch for Your Space". NOTE: remember this is my personal home, if I was to sell the property many of the things I love and enjoy would need to change, including the color, bedframe and shelves.

Anamika Anwesha CCSP is a staging and space wellness consultant and lead stylist at "Midas Touch Staging Inc.", transforming spaces with her magical and creative touch.