

**H E R E**

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*Neighbourhood Magazine* **LIBERTY VILLAGE**

**H E R E**



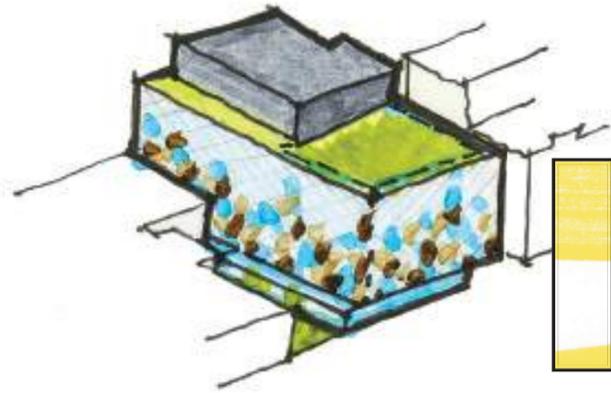
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**WORK, AND THE PLACES WE GET IT DONE, ARE *always changing*. THIS YEAR HAS PROVIDED US AN OPPORTUNITY TO QUESTION, RE-THINK, AND RE-IMAGINE OUR RELATIONSHIP TO WORK, COLLABORATION AND *the office*.**

**IN THIS ISSUE WE LOOK AT *Liberty Village*, A NEIGHBOURHOOD THAT OVER THE LAST CENTURY HAS SEEN IT ALL — FROM INDUSTRIAL FACTORIES, TO HIGH-TECH HEADQUARTERS. WE SPEAK WITH THE *architects* WHO ARE STITCHING TOGETHER ITS HISTORY AND FUTURE AND THE CREATIVE FORCES BRINGING *new energy* to the neighbourhood. JACKMAN REINVENTS CEO, JOE JACKMAN, REMINDS US OF *the immense value* OF A BEAUTIFULLY DESIGNED SHARED SPACE FOR DOING GREAT *collaborative work*.**

**IN OUR CONVERSATIONS ONE THING BECAME CLEAR: WHEN THERE IS *work to be done*, THERE IS NO PLACE LIKE THE OFFICE.**

# Richard Witt BDP Quadrangle



# IN

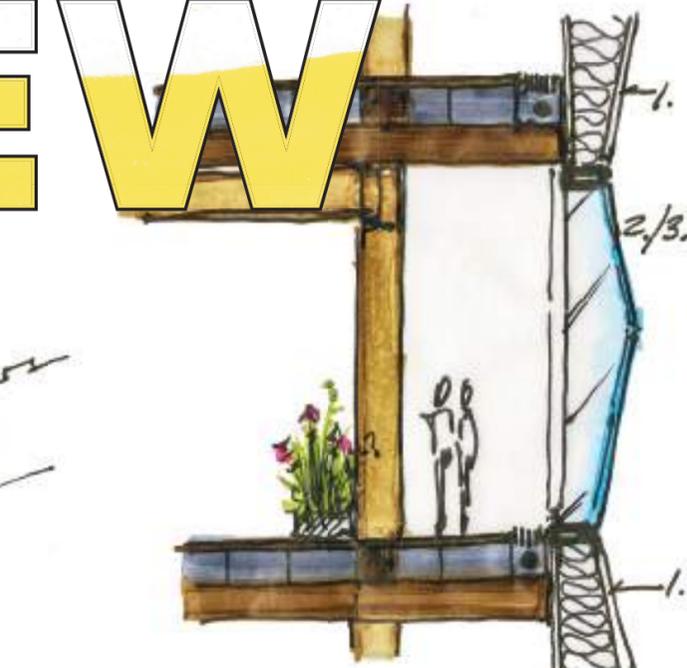
GLASS LOCATION.  
ST. GLASS LOCATION.  
3. BRASS PL, WOOD, COPPER OR STEEL, PLK.  
4. STONE OR BRICK.

# WITH

# THE

# NEW

1. TERRAZZ BATTI FORM  
2. STONE / BRICK.  
3. GLASS LOCATION.  
4. CONCERNED FRAMES.



**"It's thinking about buildings not just as themselves, but what their implications are beyond themselves."**



80 Atlantic, Toronto's first mass-timber office building to be built in a generation, signals a new way of thinking about what urban workplaces can be. The Liberty Village location, with its high-design work environments, collaborative spaces, and natural materials, reinterprets the classic brick-and-beam office—and its arrival comes at a unique moment in which the world is reconsidering the role of the workplace. Richard Witt, Principal of BDP Quadrangle, the architecture firm behind the project, discusses the building's origins, his design philosophy, and the value of a shared space for great, collaborative work.

**To start us off, can you tell us a little about BDP Quadrangle and about what defines a BDP Quadrangle building?**

Most of what we've done is always for creative and ideas-based entrepreneurs, people who want to develop a whole new stream of work. That's often ended up in us being the first ones to do a project of a certain type. For example, the Candy Factory Lofts, Toronto's first loft conversion, or Copperfield, Toronto's first stacked townhouses. 80 Atlantic is the first mass-timber office building in Toronto in 100 years. What we've always tried to do is challenge the status quo. Where's it going to be in the future?

The first project we did with Hullmark was the original building, 60 Atlantic, and we developed a synergy with them around what I call, "Checking the right qualities over the wrong quantities." Meaning, [what's] the right

thing for the area? Concrete in Toronto is the status quo. There's a bit of steel, but even steel is a bit edgy. So, when it came to 80 Atlantic, we said, what about wood? And it's been really successful; it's become, like so many other Hullmark projects, a real differentiator for them in the competitive landscape of office buildings.

One of the other ways that we differentiate ourselves is that we aren't about making a BDP Quadrangle-type project that we then iterate for a number of clients. With a lot of architects, you know what you're getting when you go to them. But when we work with people, it's a lot more collaborative. Our process is to iterate for our clients' brand; we don't come with a preconceived notion of what [a building] is going to look like. We come with an idea of a collaborative process through which we work together. I think that perhaps the reason our partnership with Hullmark has been so successful is that Jeff [Hull, President of Hullmark] has a lot of ideas he wants to contribute. We say bring it on, let's do this together. That's helped make this a great project for both of us. We've done a lot of other projects, 100 Broadview, 545 King Street, 619 Queen Street, that all look very different but they each bring something that challenges what the project would normally be.

**Is there something that you think overlaps in your philosophy and in the Hullmark philosophy that results in these great buildings?**

It's thinking about buildings not just as themselves, but what their implications are beyond themselves. It's thinking about



**"People are social creatures. Creativity is a social enterprise. Collaboration is also something that works best when you can pass somebody a pen, when you can see body language. My prediction is that the office will remain a vital and very important piece of our business."**

the city, how the city is evolving, where it needs to go, which is also what Hullmark thinks about. What does the city really need? Does it need yet another 25,000-square-foot concrete-framed office building or does it need something that has character, something with some flavour, some grit and some detail?

**A unique aspect of 60 and 80 Atlantic is not only the architecture, but the space between the buildings — how did that inform the design?**

A big part of the 60 Atlantic project was urban design, and thinking, how does this building reconnect itself back into the fabric of [Liberty Village]? How do people walking past the building engage with it? The courtyard was part of our approach. I'm a TFC season ticket-holder and I've always been very disappointed by the availability of pre- and post-drinking establishments. Jeff had a vision of a beer garden and opening up the basement.

A lot of Hullmark's business is also the curation of tenants; the same thing they did on Ossington. The work that we do only takes you so far—once you have great tenants the whole place starts to evolve. It's the catalyst for public engagement and people coming together in the space between. So when we did 80 Atlantic, we thought, we need more of this, and [the courtyard] became a kind of central point around which the two buildings revolved. That also opened the whole building up to the street, which I think was a very successful move.

**Do you see your role as defining what Toronto can be architecturally, or is it about finding the right reference points from around the world? How do you mix that global and local design sensibility?**

I'm definitely looking beyond our borders to see what's interesting. Jeff is as well. I grew up in England, and when I came to Toronto it was a very dull place architecturally. Things really started to move in the late '90s, which I would peg to the OCAD building, that weird building on stilts. For me, that's [when] everyone said, hold on, it can be better, it can be more interesting. We don't have to play by the old rules. I think the entire architecture and design community in that moment started to look around and say, what else is happening? What can we do? But it's not just that; the economics of development at the time started to enable better things to happen. You could think, what else can we add to this? With 60 Atlantic, even, in 2012, using nicer bricks, nicer materials, doing better work became possible in a way that it wouldn't have 10 years before.

**When you're designing an office building, what goes into making it a space people look forward to spending their days at?**

When we moved into our current office eight years ago, we really invested in the quality of the space and what we thought would attract people. And we were all blown away by the effect that it had on our ability to attract and retain talent, which is, for most companies, a huge key to your success. It's also your biggest expense, so you want to keep the best people and you want to treat them well. That rolls into our design of creative workplaces. So something like 80 Atlantic, Universal Music



Canada saw it and said, we need to be in that building, how can we make it work? Those are the best buildings, the ones that contribute to the city and get the most exciting companies.

**We're at a point where the role of the office is being reconsidered, looking ahead, how do you see offices, their design, and roles in our work life evolving?**

I remember 10 years ago, everyone said, that's it, everyone's working from home now, the office is dead. And that wasn't even remotely true. This is much more close to the office being dead, but I still don't think [it is]. People are social creatures. Creativity is a social enterprise. Collaboration is also something that works best when you can pass somebody a pen, when you can see body language. My prediction is that the office will remain a vital and very important piece of our business. But we are very much engaged in the question of what the office is for. It's not for people to sit and look at a screen without interaction. I think it's become more of a showcase. It's more of a collaborative ideas centre. Even the way that we're setting [our office] up is different; people may not have assigned seating, but it's not random seating anywhere. [We have] fixed desks where you can bring your laptop and connect to a second screen, different areas for more casual conversations or design, and then we've got pinup boards and ways that we can really develop collaboration. And if [what you're working on] doesn't require you to come in, you can do it at home, and if you have questions, we'll have a call. I think that will be a really good way for us to leverage the space and the opportunities that a great space has, and to create efficiency for our people and save them time and headaches.

**"We don't have to play by the old rules."**





**"We're very much engaged in the questions of what the office is for. It's not for people to sit and look at a screen."**

**It almost makes the office a much more purposeful space again, if you're going there for a specific kind of work.**

Exactly. The office has a purpose. It doesn't make any sense to take on real estate, cram people in as many as possible, and then have them just sitting, looking at screens. Let's make it a great space where we can really enjoy having a meeting; not sitting in a cramped room because we don't have enough space, because there's too many people.

**[About] this new intention around how spaces might be used for offices, there's something about the versatility of the anchor buildings in Liberty Village—the Carpet Factory, 60 Atlantic—that has always made them appealing. As you're designing buildings, do you think about their versatility, about how they can potentially live beyond their first intent?**

When we're designing office buildings, it's hard to imagine what they might become in the future. But the



qualities of a space are always universal: having great lighting, great proportions, great ceiling height. I don't think we try to presuppose what the future holds because really none of us know.

**You've also done a fair number of residential projects. Is this moment making you rethink what the residential requirements might be in terms of home offices?**

There's a lot of discussion about that. It's given us an opportunity to reflect, I think, about the resilience of buildings and how we can create a healthy infrastructure that will enable us to better deal with this when it happens the next time.

**You're designing buildings that are going to last decades into the future. What are you most hopeful for, for Toronto? What do you hope the world around your buildings looks like in the next 20, 30, 40 years?**

I think the future is public spaces and creating better ways for people to move through the city. We can't continue to move people around the same way we have been. Look at European cities: they have great pedestrian areas, like Strøget,

that 12-kilometer-long pedestrian street in Copenhagen. Buildings are buildings but the public realm all around them is the glue that's really going to make the city successful. I also hope that Toronto doesn't lose some of the less tangible things that make it so desirable. The kind of attitudes that enable people to coexist in the city—I don't think we realize how valuable and important that is. But that's what makes it safe and a desirable place for us to continue to attract the best talent. The ability for us to move safely and healthily and cleanly and expediently through is what will enable us to come together and is what is going to be the key to our success.

**You've just identified what is probably one of the most important things for the success of the city, long-term. There's a personal or a private responsibility with a home or an office. Whose job is it to build that glue? Is it our collective duty or is it the city's? It's such an important part. And it's one that has many owners or no owners.**

Most architects would tell you that it's all about the architecture, but it actually isn't. It's a collective responsibility. There is something important about

the moment of creation and the act of it, but that's only the first part of a very long and complicated process, which involves a lot of different people and a big team. I can design a concept for a building, but unless I have great consultants working on it and great clients who have a vision for it, it's never going to go where it needs to go. So the urban designers, the city, all the consultants, all the clients need to work as a team.

MAKE  
SOMETHING

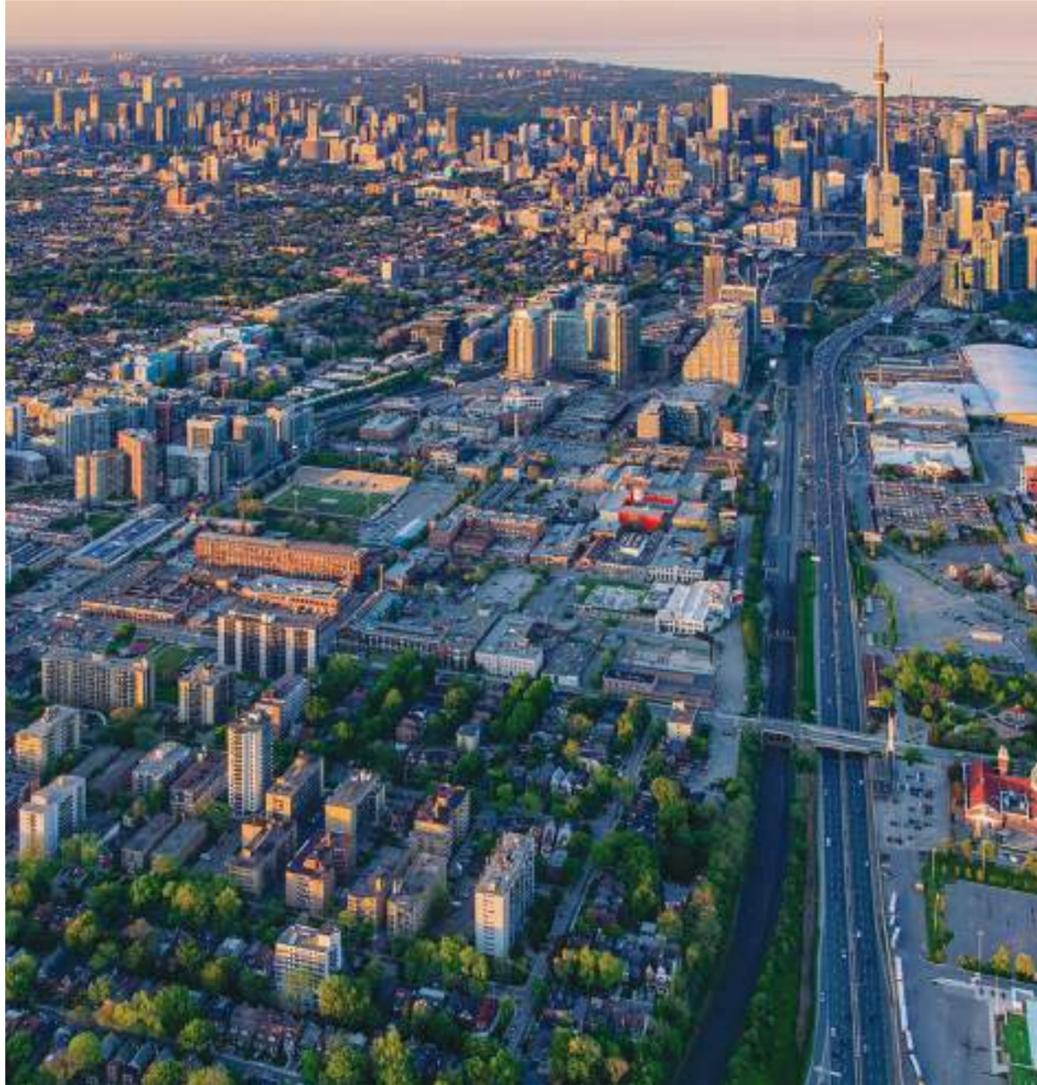
**The Toronto Carpet Factory →**  
King St and Mowat Ave

The Toronto Carpet Factory is a gift from the past. It is the product of optimism—craftsmanship and materials designed to make something of lasting quality. We are here to preserve its integrity and continue to provide state-of-the-art facilities to ensure these old spaces inspire new ideas. We celebrate the site's history, not out of nostalgia, but to remind today's workers that they are part of a long tradition of creating. With a collection of buildings taking up a full city block on the western edge of Liberty Village, it is Toronto's creative epicentre. Tall windows, soaring ceilings and open spaces allow room for the big ideas to take shape.

NEW,

SOMEWHERE HERE OLD





**Robert Eisenberg** ↑  
**YORK HERITAGE**  
 67 Mowat Ave  
 TORONTO CARPET FACTORY

“What’s really remarkable about these buildings is how they accommodate creative industries. Hundred years ago these buildings were state-of-the-art buildings that people were working on loom and spinning machines. And now they are working on computers, and writing algorithms and writing codes; but it’s the same kind of creative thinking.”



“Over the past 30 years, Beanfield has grown and developed in tandem with Liberty Village. Our roots are deeply planted here, and it will always be our home base in Toronto. Being a part of Liberty Village has instilled the importance of community in Beanfield since day one and it continues to inspire us this day.”



**Dan Armstrong** ↗  
**BEANFIELD**  
 67 Mowat Ave  
 TORONTO CARPET FACTORY

“When working from the office, the open concept really helps to make our entire staff feel connected and creates an ‘open door policy’ throughout the entire space. We’re even replicating the same look and feel in our new Montreal office. Don’t forget our CSO (Chief Snuggle Officer) Beans who makes sure to get a head scratch from every employee.”



**Matt Faust** ↘  
**BRODFLOUR**  
8 Pardee Ave

“Liberty Village is a hidden gem in the busy downtown area, an amazing quiet escape from the hustle and bustle of the city. Often regarded as an area with not much ‘to do’, in the past few years some great new coffee and food spots have opened up, making it a destination, especially on nice weekends.”

*What about your office / building / neighbourhood inspires you?*

“The prior history of Liberty Village as an industrial part of town left an amazing impression on the architecture that surrounds our bakery. In fact, our shop was the old boiler house for the buildings next store and the boiler itself is actually in the unit behind us! It gives it a feel like turn of the century England (purely going off watching Peaky Blinders).”



*How does a great space impact your work? Your team?*

“Our interior borrowed lots of scandinavian architectural cues and was designed with ‘hygge’ in mind, meaning coziness/comfort. Lots of natural light, a minimalist feel helps our team focus on the task at hand and leave feeling just as refreshed as when we came in.”



**Jason Santos** →  
**DECIEM**  
15 Fraser Ave

*What’s the best part about working in Liberty Village?*

“Every building still has so much of its original features and character, just restored into something new. These old buildings and original features allow for great open floor work spaces, and the community here has done a great job of protecting and designing around these historic pieces.”



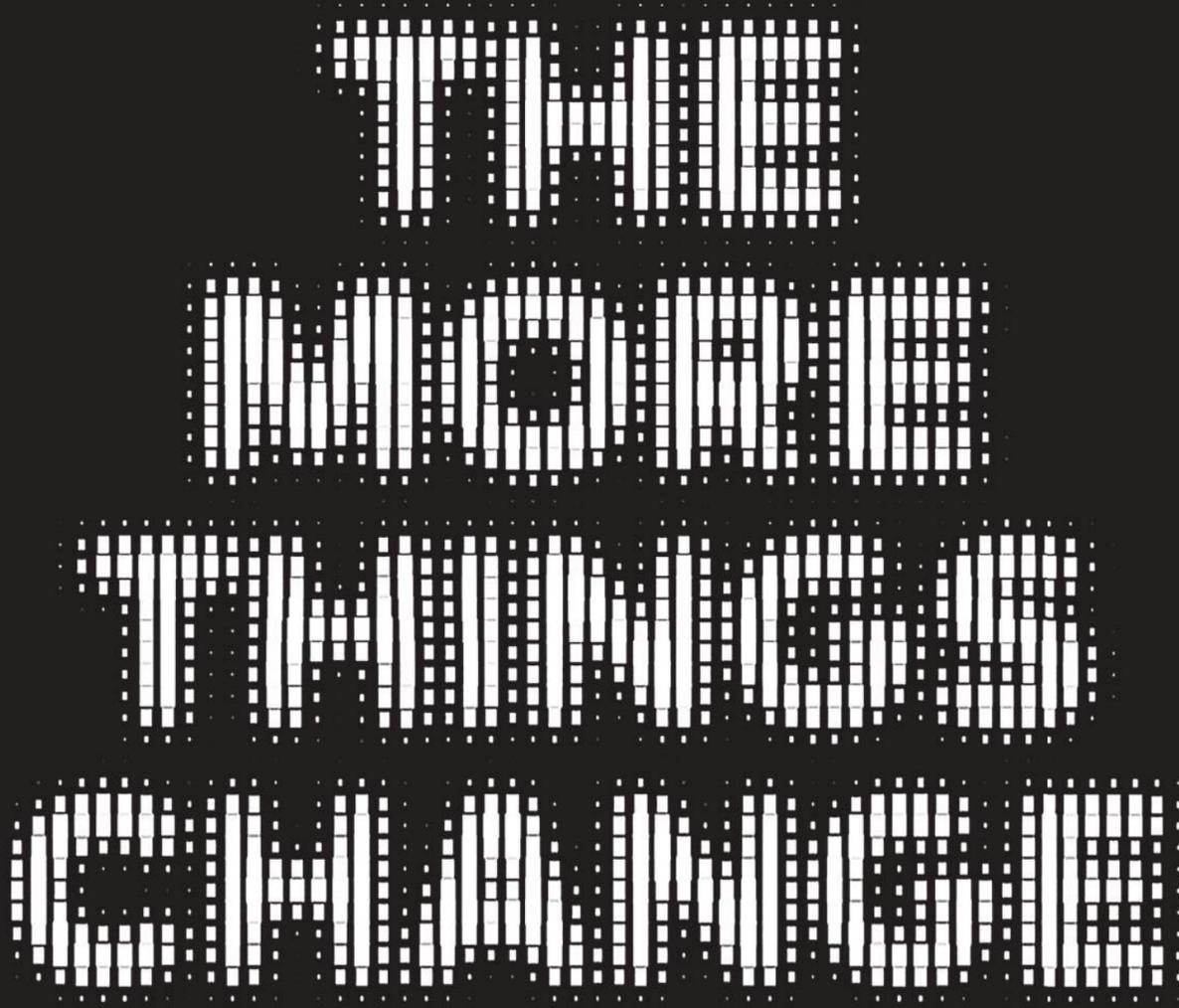
*Best place for coffee? Lunch?*

“For a coffee? Hands down that’s easy, it has to be BrodfLOUR. The good thing is that it’s right across the street from us so we can be there and back quite quickly, even in the cold winters. In terms of lunch spaces, Liberty Village has always been populated by amazing restaurants.”



*What does it mean to you to be a part of the fabric of Liberty Village?*

“The area carries a weight to it of a certain significance that is important to Toronto. When I realize that now myself and DECIEM are a part of this area, it does sort of feel like a bucket list item to check off, especially having the further honor to design a space in Liberty Village.”



**Joe Jackman**, founder of consulting, design and branding agency, Jackman Reinvents, sits down with Hullmark President, **Jeff Hull**, to discuss his new workspace at 80 Atlantic, the changing role of shared physical spaces, and why the idea of going into the office will never be replaced.

**To start, could you give us some background on Jackman Reinvents? Its history and its future?**

I was schooled in industrial design and, like anyone with a design education, [I was] consumed with design and details and how to think about the world. As I got further into my career, I learned that strategy guides all creativity, particularly for commercial enterprises. Eventually I had enough experience to call myself a decent creative director. I was also fascinated by the interrelation of business strategy and brand strategy; my job at the time, as the executive vice-president of marketing at Loblaws, was connecting the brand side and the

design programming to a business strategy. I had a lightbulb moment and said, You know what? I have to create a business that brings together brand strategy, business strategy, creativity and activation all under one roof with a team of amazing people. And I focused on transformation, or reinvention. That's the genesis of the company. We set out to become the world's first and foremost reinvention partner that could help companies make change efficiently, with confidence and speed, and create value faster.

Ultimately, it comes down to: Where are you today? What's happening all around you? Who are you focused on and why? What do they really care about and where





**"Why can't an office feel as energizing as a visit to your favorite bar? Why can't it feel as intimate a conversation as catching up with an old friend? Physical space is software for how your brain functions."**

also casual seating and couches interspersed throughout. It's a beautiful space that's quite fluid. If there's anything that's central to our work, it's collaboration; well, our physical space was designed to enhance collaboration, across all disciplines, across all points in a process. And it's a space that everyone can't wait to get back to. I'm energized by just being there, even if there's no one there with me.

**You mentioned that you were excited to move to Liberty Village. What was it about the neighbourhood that was inspiring for you and for your business?**

We liked Liberty Village for the simple idea that it, in itself, was a work-in-progress. I gravitate towards change; I like to see things in motion. You remember when Queen West was formative. It was so intense and all over the place, and then it normalized and West Queen West became the next place. I always like places like that. Ossington is another

little fulcrum, a little place where interesting things are happening. It isn't finished; it's on a journey from what it was to what it's going to be. I like that about Liberty Village. It's a very vibrant community in motion and that really excites me and my community of reinventionists. Just the other day I walked around and even in a global pandemic you feel a nice energy, a positivity, an outlook that I find just great. I feed on that.

**From your perspective, how will the office change? As someone who reinvents so many businesses, how would you design the next generation of office buildings, based on the lessons we've learned in the last year?**

Housing people on some regular basis will always be a baseline. But now we know it's not necessary to do that to the extent that we used to; functionality is a spectrum. So, if we don't worry so much about the one end of the

is growth going to come from? We have a lot of talented people on both sides of the table who can take those intentions and that clarity and retool an entire customer experience around it.

**What do you see happening for Jackman over the next three to five years?**

Well, the best news about 2020 is that it caused every team, every leader, to reexamine the fundamentals of their business. I think we'll look back at this time and say it caused the greatest amount of innovation, creativity, ingenuity, that has unleashed this incredible shift forward in how businesses operate. I love the expression, "No diamonds without pressure." And here we are, in a pressurized environment—a lot of diamonds are being created.

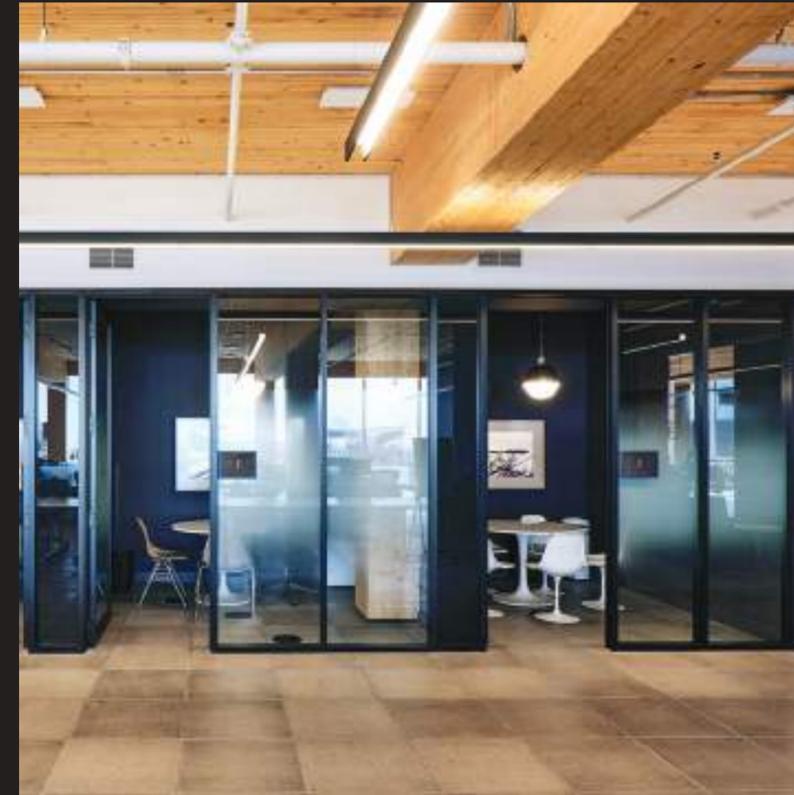
**Jackman is going to be making a lot of those diamonds over the next couple of years, without a doubt. Can you give us a verbal tour of your space at 80 Atlantic?**

You built a fantastic building. I've always loved natural wood environments, natural light. Open space, wonderfully high ceilings, floor-to-ceiling glass on the whole south side facing Lake Ontario—you've got this incredibly energized, inspirational space to work with. That's what really drew me to it. The second part was Liberty Village; I'd been curious about it and a lot of people I admire moved their businesses here.

We have the entire floor plan on the fifth floor, or about twenty-thousand square feet. We open from the elevator into a long vista from which you can see either right or left, into a façade, which is more like a hotel check-in experience than a corporate office. The Momentum Room, on the left side, is [everyone's] first destination, though there is a hoteling space, and small, medium and large meeting rooms. There's a cafe and bar. We try to make [a visit to our office] as detailed a guest experience as we can, thinking through all the points, all the needs. But the showpiece is the Momentum Room, which is about twenty-five percent of the floor plate. It's a completely configurable space with glass on two sides. It has a complete operations centre at one end, behind a large screen, and there's a large storage space that holds different configurations of furnishings. Over the course of a typical day, we'll run programming, breakouts, presentations. The Momentum Room is really the heart of our operation.

The cafe I mentioned is a place where people can interact with each other, whether formally or informally. It's a very low-key but high-energy space, with so much light; it's behind the hotel check-in experience. On the right is a large, open workspace that can be configured in different ways. Some people really love to be at a desk in a station; other people want to move in and out. There is





**“I think we’ll look back at this time and say it caused the greatest amount of innovation, creativity, ingenuity, that has unleashed this incredible shift forward in how businesses operate.”**



spectrum, which is, are there enough desks and seats, the proper lighting and all that, [the question is,] how do people interact with one another? What happens when people are together, when a group of people cross disciplines to solve a problem? How does the space emotionally create an environment in which that can happen? What I found really interesting in the early days of the pandemic was that when I was catching up with various teams, working on transformations, we’d just jump into the backyard of one of our colleagues, all our chairs and blankets spaced out, and have a brainstorm session in there. So, it’s going to happen one way or another, and how exciting to let go of the functional aspects and start getting into those emotional dimensions that are more important.

That’s how I see space. Why can’t an office feel as energizing as a visit to your favorite bar? Why can’t it feel as intimate a conversation as catching up with an old friend? Physical space is software for how your brain

functions and I think it’s hugely important. We have clients who come in and say, wow, we feel so much freer here to think bigger and more broadly. It feels less restricted.

**We’ve talked a lot about how your business makes the best use of space; what it allows you to do, how it brings people together and what it facilitates. What have you been seeing or hearing about how other people are starting to think about their spaces?**

In my work, we pay attention to behavior as it shifts over time. And today, you can’t miss that what was once quite siloed and compartmentalized in people’s lives is really broken down: “I live where I work,” “I work where I live,” “I’m living at work.” That’s how it started to feel for some people.

HERE HERE



THE



22

23



NEW



Sergio Senatore &  
Jakub Szczepaniak ←  
AREA +001  
38 Ossington Ave

**"I think how we dress for work was already becoming more and more casual. Our style definitely has a more minimal aesthetic. Clean lines, reductive, and monochromatic is the way to go."**



**"The workplace in general for everyone has become a more relaxed environment. People are going to be more focused on being comfortable and flexible with their attire and not being discriminated against for not wearing a suit and tie."**



DRESS



CODE

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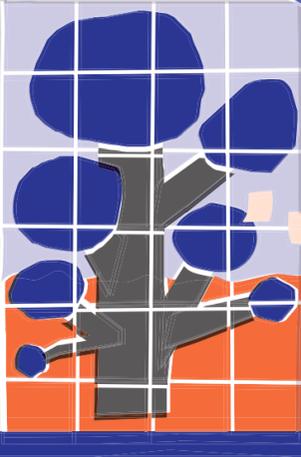


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"Highly interactive settings that facilitate immersive on-site collaboration give people the time, space, and tools to solve complex problems that are difficult to address remotely."

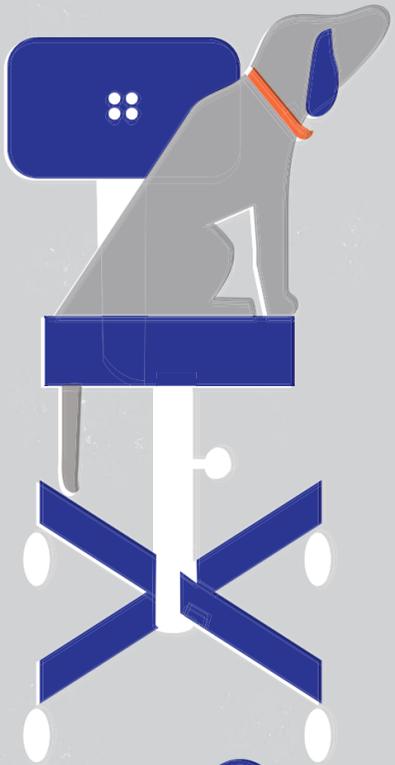
*What's the Future of the Office?—HERMAN MILLER*

25



"People will still need places where they can come together, connect, build relationships, and develop their careers."

*Reimagining the Urban Office—HARVARD BUSINESS REVIEW*



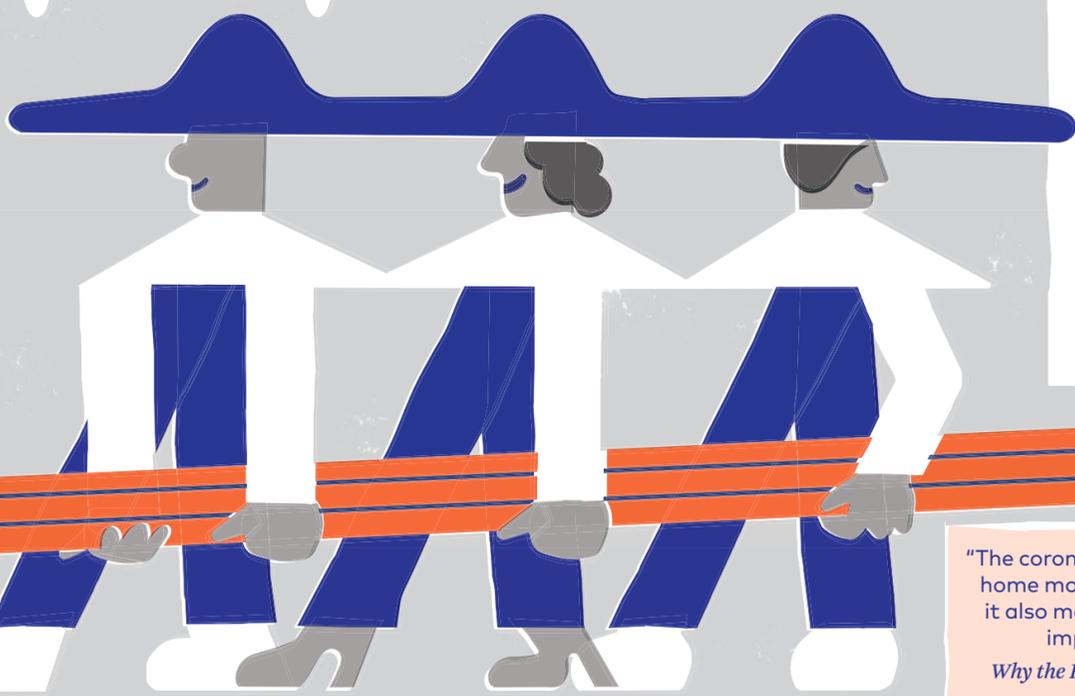
"What we're all missing at the moment in the home office setting is a sense of identification. We miss our teammates and the corporate culture, a clan or tribe with which to identify... Identity takes on a key role here, for both employers and employees. The company office is where the company culture is experienced, where meetings are held and ideas are exchanged."

*The Physical Office Creates a Sense of Identity: An Interview with Pirjo Kiefer—VITRA*

# THE FUTURE OF THE OFFICE

"The office is a place that provides the necessary interactions to encourage and foster innovation. It is where you can come together as a team, to meet colleagues, to communicate, to collaborate, to share experiences, to learn from one another."

*The Role of the Office Will Be Challenged: A Conversation with Sevil Peach—VITRA*

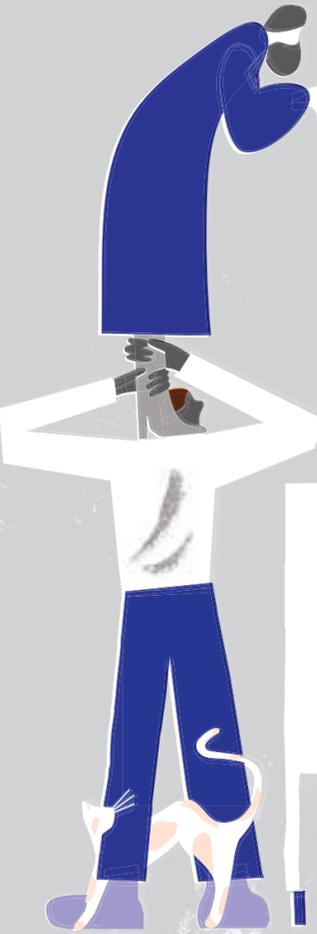
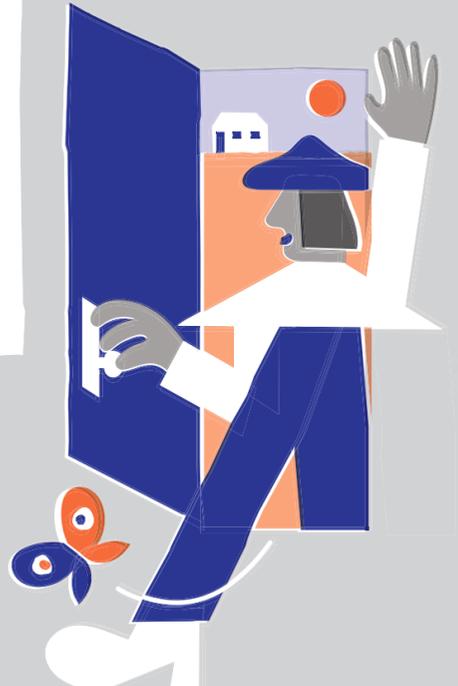


"We now have scientific evidence to prove that green buildings with natural ventilation are not only good for your health, but they enable you to perform better...These kinds of buildings are now the exception. But they could become mainstream."

*'Is Covid-19 Going to Change Our Cities? The Answer is No,' says Norman Foster—DEZEEN*

"The coronavirus made working from home more widely acceptable, but it also made being together more important than ever."

*Why the Future of the Office has been Put on Hold—Vox*



**Andrea Bielecki** ↘  
**INVIVO COMMUNICATIONS**  
60 Atlantic Ave

*Best things about working in your neighbourhood?*  
“The neighbourhood is a very dog friendly community. It is close to everything. There is everything here. It is a great central location and easy to get to. And there’s a young trendy vibe. A lot of vibrant energy.”



*What’s the best time to visit your neighbourhood?*  
“Summer. Food trucks, street parties, patios, and free samples.”



**Elliott Muscat** ↘  
**THE GARDEN**  
25 Liberty St

*What’s the best part about working in Liberty Village?*  
“It’s always important to surround yourself with like-minded people. All my colleagues, business partners, and friends all live within walking distance of my studio. And the pizza in the area is pretty awesome as well.”



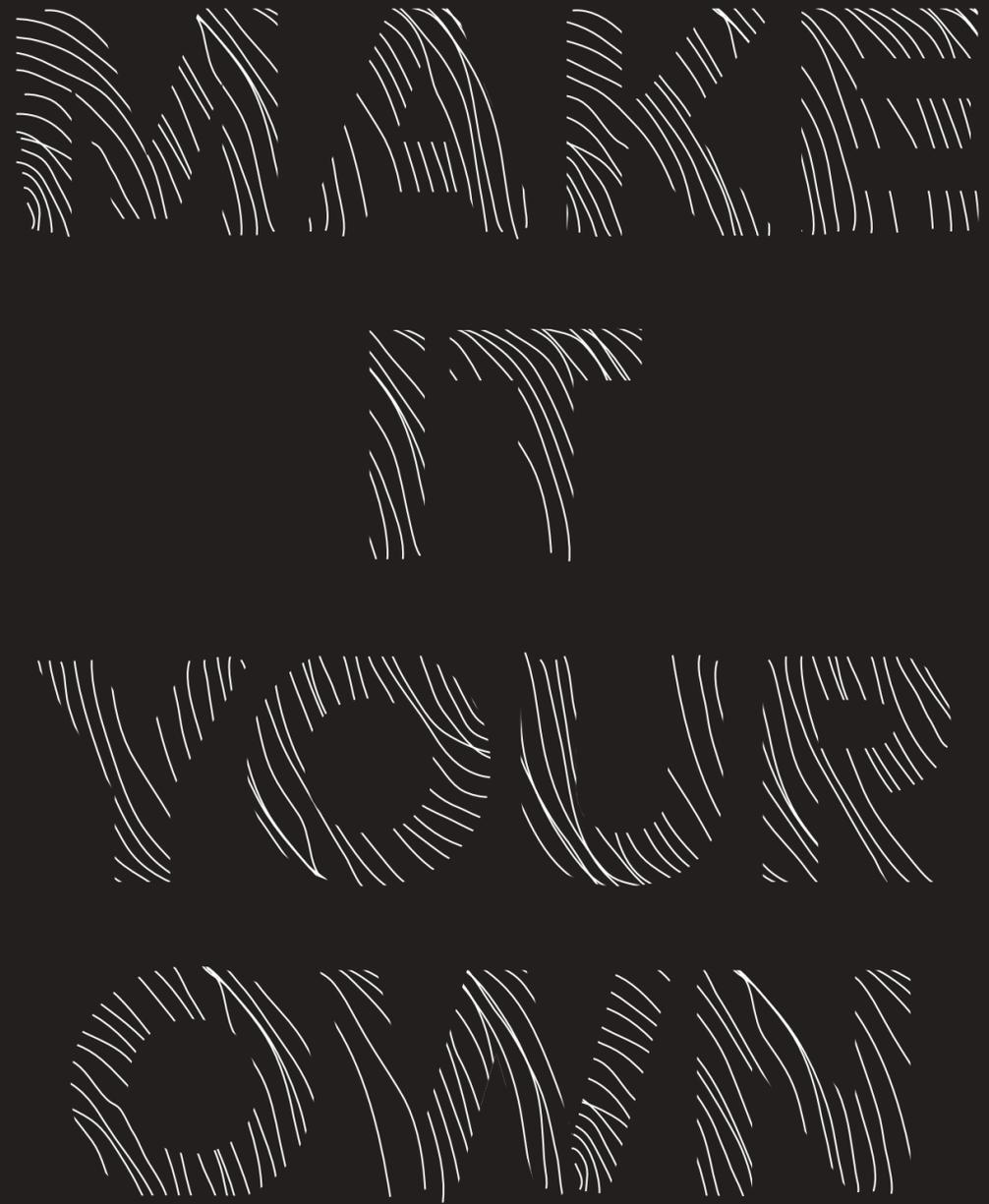
“I’m fortunate to have one of the last remaining artist lofts in the area. The 14ft high ceilings, the massive bay windows, the incredible hardwood floors, even Kanye West would find it difficult to not be inspired. Also, the neighbourhood itself literally has everything you need within walking distance. Truly is the most underrated neighbourhood for creatives and entrepreneurs.”



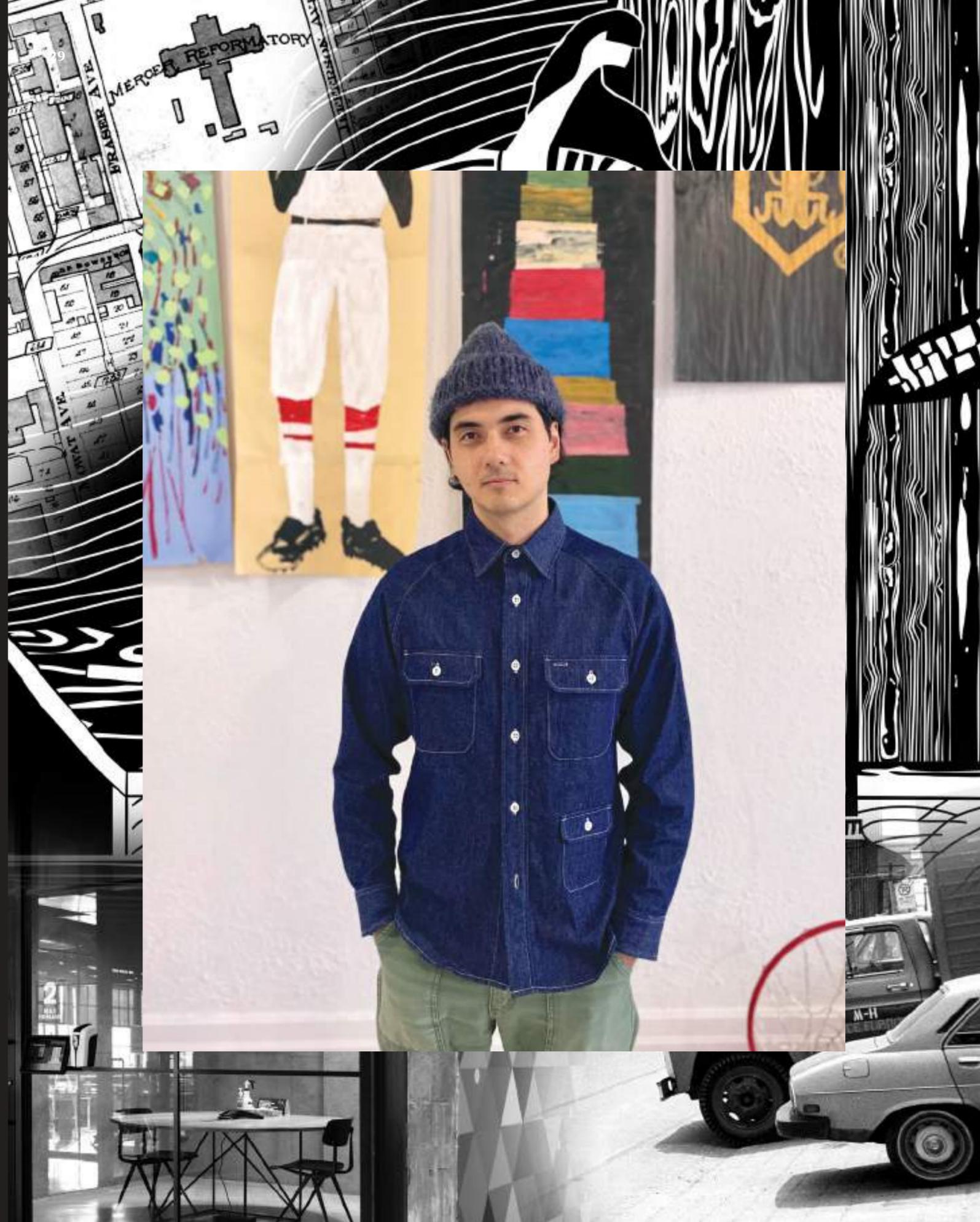
*What do you hope the future of work and the workspace look like?*  
“The long term goal for The Garden is to successfully merge studio rental spaces with gallery showrooms. Creating new opportunities and platforms for content creators, designers, furniture makers, and artists to collectively promote and sell their work.”

*What does it mean to you to be a part of the fabric of Liberty Village?*  
“Feels like home. I’m hoping to make an impact within the neighbourhood, thankful to be a part of it.”

Space is defined by the structure itself just as much as what you bring to it and how you decide to use it and



Kellen Hatanaka



# Timber Frame

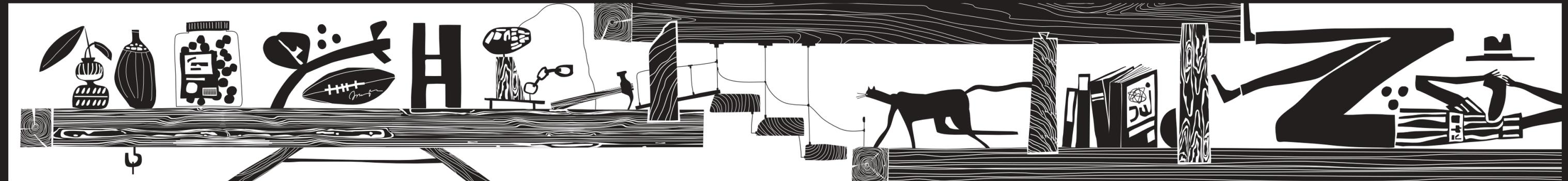
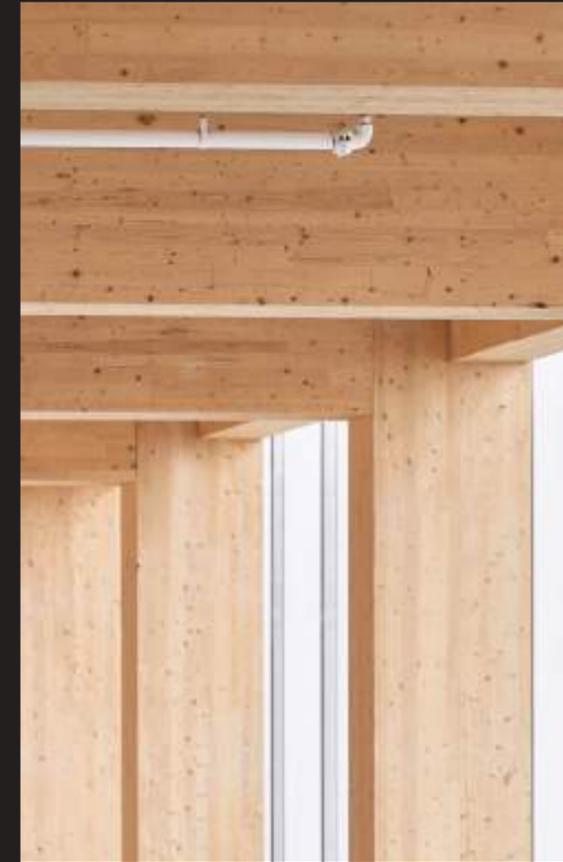
The Toronto artist **Kellen Hatanaka** on the mural he created for 80 Atlantic.

**Tell us about the inspiration behind this illustration.**

This work was inspired by 60 and 80 Atlantic, especially the timber-frame construction. This design and structural choice is very unique and something I wanted to highlight especially since it brings so much warmth and beauty to the space. Space is defined by the structure itself just as much as what you bring to it and how you decide to use it and make it your own. I'm interested in how and why objects hold meaning and how they can be used to tell a story and pass on traditions.

**Is there a story behind your choice to feature these specific items?**

The objects that I have included in this piece are based on some of the objects and keepsakes from my studio and home, many of which were handed down from my Grandmother which keep me connected to her and my Japanese heritage.



**Matty Matheson ↓**  
370 Dufferin St  
RADIATOR

“I love being able to work on my restaurants and create my content in one building. As a person who doesn’t live in the city, I enjoy driving to work, pulling up to the courtyard of the building that has everything I need. I spend more time here than my house (unfortunately) so having everything a stones throw away is always a plus. I spent 14 years living in Parkdale and have spent the last 2 years working on my businesses, in the neighbourhood that I built my career around, here at the Radiator building. Parkdale is my favourite neighbourhood in the city.”



*You’ve worked in all kinds of spaces with your various restaurants, what kind of spaces do you love working in?*

“I love walking into a space and feeling the concept come to life. Seeing the natural light, the floors, the aesthetic, and the overall character that inspires the creative vision.”

*You have a new restaurant opening down nearby on Queen Street – can you tell us about the space?*

“It’s taken four years to get to where we are now, its beautiful. It’s a great representation of what my partners and I have really envisioned. It’s gone through lots of evolution over the years, but looking forward to sharing the space with everyone.”



**Randy Frisch ↑**  
**UBERFLIP**  
370 Dufferin St  
RADIATOR

“Our office was designed to match the open, raw and authentic feel that is Parkdale. We worked out of various offices in Liberty Village since 2010 but this was the first place we designed from the ground up. There are massive open spaces to collaborate and innovate. Our goal was an open and inclusive environment.”



*How does a great office space impact your work? Your team?*

“One of our core values is Create Great Experiences. This starts with our product but extends into details like the environment we work in. Simply put the better the experience, the better the outcome. My belief is that when people work out of a great space great things happen. I think we need to be ready to embrace more balance. This will mean having space flexible to accommodate a full team in person when needed and easy ways to dial/zoom in teams who are remote.”

**Lexi Pathak** ↘  
**FAULHABER COMMUNICATIONS**  
 1179 King St West  
 TORONTO CARPET FACTORY

*What about your office / building / neighbourhood inspires you?*  
 “Liberty Village is a hub of creativity and entrepreneurship—home to start ups, interior design businesses, media brands and agencies like ours. I love how Liberty Village is a mashup of old and new – with stunning heritage buildings and factories rich in history coupled with condominium buildings and new builds that brings a lot of youthful energy to the hood. Our office is on the top floor of the Carpet Factory Lofts. It’s brick and beam with an incredible vaulted ceiling. I’m inspired by the light that floods in through our huge windows, especially at sunset, the view of the CN Tower which reminds me of the heartbeat of our city, and the calming proximity of the water. You can see the lake from our floor.”



*What does it mean to you to be a part of the fabric of Liberty Village?*  
 “Liberty Village is a community of creatives and young professionals. In the summer walking around there is a vibrant neighbourhood vibe. We’ve been part of Liberty Village for over a decade and it’s been so cool to how the area has evolved over the years.”



**Craig McIntosh and Jaimes Zentil** ↘  
**COSSETTE**  
 32 Atlantic Ave

“Liberty Village’s distinct vibe has been a source for a lot of our creative inspiration for the last 5 years. It has the convenience of everything you’d expect in a big city like Toronto - great restaurants and bars and indie coffee shops - but the big city feel is balanced by the neighbourhood’s historic ivy-covered brick buildings, great green spaces, and strong sense of community. That combination is hard to find, even in Toronto.”



*How does a great office space impact your work? Your team?*  
 “There’s a great energy at our office on Atlantic Avenue. It’s open concept with lots of natural light - the best kind of setting for sharing work and having those casual conversations that lead to great creative ideas. We have a really big social culture at Cossette, there’s always something going on in the office and we love being surrounded by other smart and creative people. When we need to put our heads down to do quieter work, we usually head to one of the restaurants or cafes in the neighbourhood - they’re like an extension of the office (and with less interruptions!)”

*What do you hope the future of work and the workspace look like?*  
 “As creatives, our inspiration comes from everywhere, but there’s a certain energy that comes from being in the same room with other people to talk it out and share ideas with.”

## EAST ROOM x HULLMARK

Derreck Martin, President of the East Room, a co-working space within Toronto's evolving east end, sits down with **Mitch Gillin**, Hullmark Vice President Asset Management, and **Karen Walker**, Hullmark Senior Director Tenant Experience, to discuss the role of community and collaborative work in the office and their partnership at 507 King East.



“At East Room, I think a lot of the people really know each other and they try to support each other. It has a neighbourhood feel. It’s not just a place to work, but it’s a place to meet and share ideas and collaborate.”

“Ultimately, we’re in the business of space. The community and culture is here as a result of a lot of additive factors. We try to provide as many opportunities as we can to bring together like-minded people and giving them a space to collaborate.”  
**Derreck Martin**



“I think there’s a lot on the horizon for the next 10, 15 years. People’s attitudes are willing to push the envelope on the type of innovative development that could be really beneficial overall. I’m cautiously optimistic it’ll be done in a sustainable way because I think that’s what’s most important.”  
**Derreck Martin**

“Despite a lot of our buildings being very old, I think in many aspects the people have approached them in a very modern way and how they set them up and how we look at it is as more communal spaces, collaborative areas.”  
**Mitch Gillin**



“Tenants want to be proud of where they work, and they want a workplace that aligns with their cause, their values and their lifestyle. A lot of people are very conscious of being environmentally friendly and being sustainable. So they want a workplace in a building that aligns with that.”  
**Karen Walker**



“We’ve launched the Hullmark app with Lane, and we’re using it in a lot of different ways to create a sense of community: offer tips and tricks about our buildings, offering deals to support businesses, and make sure everyone knows the great people and business that are part of the community.”  
**Karen Walker**

Download the [Hullmark app](#) on the App Store

"If you look at the evolution of office space over the past 50 years, it's gone from something that was very owner-driven in terms of the design and the organization of it to something very much like employee-driven. You want to retain talent, and make sure that they're happy and you need to have spaces that are designed in a way that are going to not just help them professionally and get through their day-to-day, but also, personally."

**Derreck Martin**



"The building at 507 King West is a beautiful turn-of-the-century warehouse. It's a great opportunity to go in there and restore it back to its original glory. You have all of these aspects that just make it really unique with lights, beams and huge warehouse windows. We are also doing a development on the rooftop, which is going to be really cool with incredible views of the city."

**Derreck Martin**

"When you have somebody in a hallway, you end up having conversations that are outside of what you would do. I think that's essentially what the office space is. You can have this sort of cross pollination of ideas."

**Derreck Martin**



"What I enjoy is just the ability to connect in a non-structured way with the other team members. It's amazing how conversations and opinions will spontaneously come up when you are seeing people in person in the office. You have a lot more of those opportunities to interact."

**Mitch Gillin**

"The programming of the space can connect the members to each other, but also connect them to things that are happening throughout the city. It can bring the city back into the walls of the space and also solidify the community. It's making sure that it's connected in ways that you wouldn't typically see in some of the more like traditional office arrangements."

**Derreck Martin**

"I see more developers and businesses in general adopting sustainable practices. That's super exciting to me! I think there's a long way to go, but I think there are a lot more eyes on sustainability. As a city, we're catching up to the rest of the world and we're embracing it."

**Karen Walker**





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