

URBAN CAPITAL MAGAZINE



**WHAT WE WERE
UP TO IN 2011**

THE MONTREAL PHENOMENON

TRENDS IN DESIGN

**+ INDUSTRIAL CROSSINGS
A CITY DISTRICT REBORN
SAVING THE METROPOLITAN BIBLE CHURCH**



1 THE CORE GUYS

The Core guys were voted by Wallpaper Magazine as one of the world's "101 Most Exciting New Architects". Okay. But they were our first architects, and we their first client, all starting with a meeting at Starbucks at the corner of Queen and John back in 1995. Since then we have developed fifteen buildings together, including our **Nicholas** project currently underway in Toronto and our three phase **Central** project in Ottawa. So they still take our calls.



2 ELAINE CECCONI

Together with business partner Anna Simone, Elaine Cecconi has set the trend in condominium interior design since the condo boom started in the late 1990s. She's figured out how to do big things in small spaces (*See Night 5 in Trends in Design on page 20*), and how to make amenity spaces act like your living room. Elaine was the interior designer of our first development, **Camden Lofts**, whose layouts have endured in pretty well every Urban Capital project since. She also did the interior design for **Boutique**, **Tableau** and **Nicholas**, and most recently our corporate offices. So we live with Elaine every day.

4+ PEOPLE WE LIKE



3 JOJOFLORES

House Music's "Mixed Tape King", jojoflores has an international reputation for rocking the dance floor. Voted "Best International DJ" 4 year's running by New York's Underground Archives, this Montreal based DJ has become the international ambassador for soulful dance music. Founder in 1999 of the infamous Therapy soirees - now enjoyed in 7 cities around the world, from Cape Town to San Francisco to Toronto - jojo is also CEO of gotsoul records. But the secret little reason why we like him so much: jojo is an owner at our **McGill Ouest** development in Montreal, and spins for us at many of our launch parties.



4 THE BROTHERS McCANN

What do Saddam Hussein, Bill Clinton and the Sheik of Dubai have in common? All have employed Mike or Peter McCann to do artistic impressions of their signature buildings - Mike with watercolour paint brushes; Peter with one million dollars of high-tech laser cutting machines from Austria. But while internationally renowned architectural renderer Michael McCann and equally renowned architectural model-maker Peter McCann have actually hardly ever worked together, they made an exception (as our personal friends) for our **Nicholas** development (*see page 29*), and for this they get the huge benefit of being on this page.