

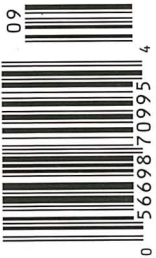
Fall
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CANADIAN

INTERIORS

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Winners of our
16th annual Design Awards

MARKETING

Edition Richmond Presentation Centre, Toronto

Cecconi Simone, Toronto



"Time present and time past/Are both perhaps present in time future," wrote poet T.S. Elliot in *Four Quartets*. Those three versions of chronology make their presence felt at the Edition Richmond Presentation Centre by Cecconi Simone. The 2,744-square-foot project showcases not just Edition Richmond's 20 urban-infill townhomes in Trinity Bellwoods, but also the lifestyle and history of the Queen Street West neighbourhood as it was, is and will be.

The sales centre occupies the auto-repair shop of the defunct Toronto Transmission and Gear Company. The garage-turned-presentation gallery was maintained in its original, raw state, but repaired and whitewashed. White floors, walls, doors, ceilings and recycled found

objects lend an ethereal, metaphysical quality to the transformed space.

Indeed, the room has some of the surreal, ghostly atmosphere associated with the stark, white-on-white interiors by the New York-based architecture and design firm SITE, and the white, cast life-size figures by the American sculptor George Segal.

The open trunk of a whitewashed Austin America doubles as a display unit for promotional brochures. White-painted car parts appear in display vitrines and hang on the walls. Oversized black-and-white photographs depicting closeups of neighbourhood vignettes, printed on canvas and stretched on frames, relieve the austerity of the interior while conveying the charm and vitality of Trinity Bellwoods.

Design team: Elaine Cecconi, principal; Gail Krieger, associate; Dominic DeFreitas, senior designer; Ofelia Romero and Christopher David, intermediate designers; and Shabnam Fayyaz, CAD technician

"It looks different!"—AW

"This gallery-like space appeals to the urban hipster, which is perfect for Trinity Bellwoods"—MT

The Massey Tower Sales Centre, Toronto

Cecconi Simone, Toronto

In the middle of the 5,295-square-foot Massey Tower Sales Centre sits a display table with a scale model of the proposed condo highrise. The “in-and-out” carved silhouette of the display table’s legs follows the familiar cabriolet profile – with a twist. The inner edge of the profile pixilates like an enlargement of a too-low-resolution JPEG on a computer screen. The clever disintegrating outline epitomizes the wit and sensitivity of the old-meets-new aesthetic pervading the project.

The 60-storey condo tower will soon rise behind, and connect with, Massey Hall (1894), the “Old lady of Shuter Street,” which the Toronto Symphony Orchestra once called home. The nearby Canadian Bank of Commerce (1905), the long-vacant Palladian temple across Yonge Street from Eaton Centre, will be integrated into the tower’s base.

Newly installed cocoon-like pendant lights and a 12-foot-long custom reception desk in antique-bronze mirror and cold-rolled steel are contemporary, yet evocative of traditional design. The desk and other new custom furnishings and fixtures were designed with a view toward their eventual reinstallation in the finished condominium.

The expansive main gallery, accessed through velvet swag drapes, is organized into functional zones without partitions. Closing areas, seating areas and the scale model are delineated with traditionally inspired custom moldings and custom furnishings, and custom, digitally generated, 17-foot-high, trompe-l’oeil wall-coverings.

The model suite showcases an actual layout. Contemporary custom millwork, including side tables, headboard and media storage panels, are ornamented with applied, traditional decoration in a vocabulary that reiterates and expands upon that of the sales centre.



Design team: Anna Simone, principal; Jude Thomson, associate; Pauline Ayoub, team leader; Marie Girolamo, senior designer; Jeremy Schneider, Firas Yousif and Alma Bungardean, intermediate designers; and Joven Quilacio, intermediate designer and CAD technician

“Here we test our biases because this project isn’t modernist and isn’t our shtick, but it’s very well done”—AW

“This is really spectacular. They worked around all the old, historic features and created something new”—MP

“This project has wit”—MT

