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NEWS RELEASE

BUILDING TO A CRESCENDO | 2010 PUG AWARDS WINNERS ANNOUNCED
VOTERS RANK TORONTO'S BEST AND WORST NEW ARCHITECTURE
AT 6TH ANNUAL AWARDS GALA

Toronto, June 17, 2010 – The winners of the 2010 Pug Awards, the people's choice awards for architecture, were unveiled last night at a ceremony at the Art Gallery of Toronto, the 2009 Pug Awards commercial category champion.

The sixth annual Pug Awards invited Torontonians of all stripes to vote for their most and least favourite new buildings from a field of 31 residential and 7 commercial/institutional developments. Online voting took place from May 1st to 31st at www.pugawards.com. To be eligible, developments must have been completed in 2009, be located within the City of Toronto, and consist of an area greater than 50,000 square feet or be considered noteworthy by the Pug Awards Advisory Board.

This year's big winners included 60 Richmond East Housing Co-Operative as the best new residential building, and the Royal Conservatory TELUS Centre for Performance and Learning as top commercial/institutional project. Honourable mentions were awarded to Pure Spirit at the Distillery and The Arc in the residential category, and to RBC Centre and Bloorview Kids Rehab in the commercial/institutional category.

The 11-storey, 85-unit 60 Richmond East Housing Co-Operative was designed by Teeple Architects Inc. and developed by the Toronto Community Housing Corporation. It stands as Toronto's first new housing co-operative in 20 years.

The Royal Conservatory TELUS Centre for Performance and Learning was designed by Kuwabara Payne McKenna Blumberg Architects and developed by the Royal Conservatory. The new TELUS Centre for Performance and Learning is the final phase in the master plan to build a new home for the Royal Conservatory. The last element of this plan was completed in September 2009 with the opening of Koerner Hall, a 1,135-seat performance venue. The entire project involved the progressive restoration of McMaster Hall and the construction of the new TELUS Centre for Performance and Learning, creating a unique hybrid of teaching/rehearsal facility and destination concert venue with three major exhibition halls.





Complete voting results for all nominees are as follows:

RESIDENTIAL

RANK	PROJECT NAME
1.	60 Richmond East Housing Co-Operative
2.	Pure Spirit at the Distillery
3.	the Arc
4.	Toy Factory Lofts
5.	NEO
6.	One Cole Condominiums
7.	Montage
8.	Sixtyloft
9.	gläs Condominium
10.	455 Adelaide/10 Morrison Ave.
11.	London on the Esplanade
12.	The Murano
13.	The Russell Hill Seniors Residence
14.	ReZen
15.	100 Yorkville at Bellair
16.	Twenty Gothic
17.	263 Wellington Street West
18.	Madison Avenue Lofts
19.	Edge Lofts
20.	Minto Skyy
21.	Summerside
22.	900 Mount Pleasant
23.	Eq1 at Equinox
24.	Malibu at Harbourfront
25.	Success Tower at Pinnacle Centre
26.	Chateau Royal
27.	88 on Broadway
28.	St. Gabriel Terraces
29.	Zip at Battery Park
30.	Plaza Royale
31.	Grande Triomphe - Phase II

COMMERCIAL/INSTITUTIONAL

RANK	PROJECT NAME
1.	Royal Conservatory TELUS Centre for Performance and Learning
2.	RBC Centre
3.	Bloorview Kids Rehab
4.	Telus Tower at 25 York
5.	Bay Adelaide Centre
6.	Harbour Light, Salvation Army
7.	Shops at Don Mills





Last night, the Pug Awards winners were presented with certificates and engraved building plaques to commemorate their victories. The winning developers and architects will have their names inscribed on the Pug Cup, prominently displayed at City Hall.

The winners of the fourth annual Pug Ed student competition were also announced at the ceremony. Calla McLachlan of Queen Alexandra Senior Public School was awarded first place, Takahiko Shibata of Jesse Ketchum Public School finished second, and Ray Watts (also of Jesse Ketchum) took third place. Honourable mention went to Yu Ting Shen of Queen Alexandra. Pug Ed winners receive educational bursaries of \$4,500, \$2,500 and \$1,000 for first-, second- and third-place finishes, respectively.

The Pug Ed program engages senior elementary school students in architecture, design and urban development by studying the built environment that surrounds them. The founders of the Pug Awards believe that a cultural appreciation for smart and responsible design can be achieved by exposing Toronto's youth to the issues, resources and professions that define their urban environment. Following a series of after-school sessions that engaged students with design professionals and organizations involved in city development, the students' knowledge was tested through a competition requiring preparation of a hypothetical redesign of Maple Leaf Gardens. This year, 30 Grade 8 students participated in the program from Jesse Ketchum Public School and Queen Alexandra Public School.

In addition to the award presentations, last night's program included the second in a series of Pug Talks, an adult education initiative. This special Pug Talk featured a panel discussion with six front-running candidates from the upcoming Toronto mayoral race: Rob Ford, Giorgio Mammoliti, Joe Pantalone, Rocco Rossi, George Smitherman and Sarah Thomson. The discussion topic was "A New Mayor's Vision for Architecture, Design & Planning in the City of Toronto," and was moderated by John Bentley Mays (Globe Real Estate architecture columnist). Gary Switzer (president & CEO of MOD Developments) served as questioner. A videocast of this and other Pug Talks will be posted to the Pug Awards website along with an interactive discussion forum to continue the conversation online.

Where the Pug Awards champion design excellence and Pug Ed educates students about design, the Pug Talks facilitate design excellence by working to improve the planning and design process. The process is a major factor in determining what does and doesn't get built in our city. Sadly, the current





system is politicized and reactionary, creating an environment where quality design is often difficult to achieve. To address this problem, the Pug Awards began by looking for ways to help mitigate conflict between stakeholders – residents, councillors, city bureaucracies, developers and consultants. The hope is to create an environment of collaboration, positive attitude and open dialogue.

ABOUT THE PUG AWARDS

The annual Pug Awards debuted in 2004 and celebrate the best in Toronto architecture and planning. Founded by Anna Simone, principal of design firm Cecconi Simone, and Gary Berman, president of real estate financier Tricon Capital Group, the awards invite the public to vote on the best, the middling and worst of Toronto’s newest real estate developments. The goal is to inform the public about design excellence and ultimately contribute to the growth and prosperity of Toronto. The Awards are made possible by the generous support of numerous sponsors and the Pug Awards advisory board.

For more information on the Pug Awards, Pug Ed or Pug Talks, please visit www.pugawards.com.

To download print quality images of the winners please access the media download page: <http://www.pugawards.com/base/media.php>

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