



FOR IMMEDIATE RELEASE  
NEWS RELEASE

## **THE ENVIRONMENT YOU CHOOSE WILL SHAPE YOU – TORONTONIANS CAST THEIR VOTES FOR THE SEVENTH ANNUAL PUG AWARDS**

### **VOTERS RANK THE BEST, THE MIDLING AND THE WORST OF CITY'S NEWEST ARCHITECTURE**

Toronto, June 21<sup>st</sup>, 2011 – The winners of the 2011 Pug Awards, the People's Choice Awards for architecture, were announced last night at a ceremony at The Royal Conservatory TELUS Centre for Performance and Learning, the 2010 Pug Awards commercial category winner.

The seventh annual Pug Awards invited Torontonians to vote online from May 1<sup>st</sup> to May 31<sup>st</sup> this year at [www.pugawards.com](http://www.pugawards.com) for 28 new residential developments and 10 commercial/institutional developments. To qualify, the eligible buildings must have been completed in 2010 and be located in the City of Toronto. They also needed to have an area greater than 50,000 square feet, or be considered noteworthy by the Pug Awards Advisory Board.

The year's top winners included Seventy5 – 75 Portland Street as the best new residential building, and TIFF Bell Lightbox as top commercial/institutional project. Honourable mentions were awarded to X The Condominium in the residential category and to the Thompson Hotel/550 Wellington in the commercial/institutional category.

Seventy5 – 75 Portland, designed by Core Architects Inc. and developed by Freed Developments, is a modern jewel located in the King West district. The building has been designed in a U-shape that embraces a serene courtyard while maximizing the site and complementing the Portland streetscape. The appearance of this eleven storey structure is characterized by massed elements that shift in and out.

The TIFF Bell Lightbox was designed by Kuwabara Payne McKenna Blumberg Architects, in association with Kirkor Architects and Planners as Architect of Record and was developed by The Daniels Corporation. The winning competition design for the TIFF Bell Lightbox and Festival Tower was conceived to create a city of film and as a reflection of the heterogeneity and openness that characterizes Toronto. Located in the heart of the entertainment district, the five storey podium consists of projecting volumes and various levels of transparency that connects the interior to the streetscape while the 42-storey tower, set back from the street, commands the skyline above. The transition between the two occurs where the Lightbox roof meets the Tower's base. Inside, the podium consists of theatres, a gallery, café and restaurant.

This year, in memory of Paul Oberman, a former Pug Awards Advisory Board member who passed away on March 7<sup>th</sup>, 2011, the Pug Awards Executive Committee has instituted a new People's Choice Award entitled the Paul Oberman Adaptive Reuse and Heritage Restoration Award for both the residential and commercial/institutional categories. In each category, the winners of the Paul Oberman award received exceptionally high approval ratings from voters. The residential winner in this new category is The Printing Factory Lofts designed in joint venture between Chandler Graham Architects Inc. and Montgomery Sisam Architects Inc. The building blends the original 1913, three storey podium factory building with a new eight storey glass tower addition and new stacked townhouses along the eastern edge of the site. The project was developed by Beaverbrook Homes and provides a variety of living options for a new residential community in a vibrant section of Leslieville.

In the commercial/institutional category, the Paul Oberman Adaptive Reuse and Heritage Restoration Award was presented to the Bloor Gladstone Library. The Library was designed by Rounthwaite, Dick and Hadley Architects Inc., in association with Shoalts and Zaback Architects and E.R.A. Architects Inc. (heritage architect) and was developed by the Toronto Public Library. Built in 1913, the landmark



Bloor/Gladstone Branch project is a renovation and addition to a listed heritage property in downtown Toronto. The Bloor Gladstone Library and The Printing Factory Lofts were recognized by the public for their design excellence.

“Torontonians continue to have a strong preference for adaptive reuse projects as winners of the new Paul Oberman Award received top rankings for their ability to juxtapose heritage restoration and contemporary new development,” said Gary Berman, co-founder of the Pug Awards and president of real estate financier Tricon Capital Group. “But a sense of nostalgia alone is not enough to entice voters, as the winners in all building categories showcase strong modern design.”

“There were more positive votes cast toward the nominated buildings in our seventh year than in the past six, implying that Torontonians feel that the quality of our city’s architecture is improving,” said Anna Simone, co-founder of the Pug Awards and Principal of design firm Cecconi Simone. “The results reinforce the fact that developers and architects are making progress towards meeting the design standards that the public is looking for.”

Complete voting results for all nominees are as follows:

### **RESIDENTIAL**

- |  |   |
|--|---|
| 1. Seventy5 – 75 Portland Street               | 16. Accolade                                      |
| 2. X The Condominium                           | 17. The Republic                                  |
| 3. CASA Condominium                            | 18. Luxe Condominium                              |
| 4. The Residences of Maple Leaf Square         | 19. 500 St. Clair Ave. West                       |
| 5. Panorama (CityPlace)                        | 20. Bloor Street Neighbourhood                    |
| 6. 130 Bloor Street West/155 Cumberland Street | 21. The Rosewood I and II North & South Tower     |
| 7. East Lofts                                  | 22. Mona Lisa Residences                          |
| 8. Luna Condominium Development                | 23. Merci Le Condominium                          |
| 9. The Glasshouse Lofts                        | 24. The Bayview – Manor House & The Bayview Tower |
| 10. West Harbour City                          | 25. Red Hot Condos Phase I                        |
| 11. Boutique                                   | 26. Markham Place                                 |
| 12. VÜ North and VÜ South                      | 27. Eleven Christie                               |
| 13. Spring at Minto Gardens                    |   |
| 14. eq2 at Equinox                             |   |
| 15. Vibe at Liberty Village                    |   |

### **RESIDENTIAL – ADAPTIVE REUSE AND HERITAGE RESTORATION**

The Printing Factory Lofts

### **COMMERCIAL/INSTITUTIONAL**

- |   |  |
|---|--|
| 1. TIFF Bell Lightbox   | 6. The Village of Humber Heights                             |
| 2. Thompson Hotel/550 Wellington                              | 7. All Saints Mausoleum Phase I – Glendale Memorial Gardens  |
| 3. Archives of Ontario – York Research Tower                  | 8. Delmanor Wynford Retirement Community (Delmanor Accolade) |
| 4. Corus Quay   | 9. Scarborough Gospel Temple                                 |
| 5. Father John Redmond Catholic School & Regional Arts Centre |  |

### **COMMERCIAL/INSTITUTIONAL – ADAPTIVE REUSE AND HERITAGE RESTORATION**

Bloor/Gladstone Library

The winners were presented with certificates and engraved building plaques to honour their victories. As well, the names of the winning developers and architects are inscribed on the Pug Cup which is prominently displayed at City Hall.



## **PUG ED**

The winners of the fifth annual Pug Ed student competition were also announced at the awards ceremony. John Ziyang Pan of Jesse Ketchum Public School, Simone Pegis (also of Jesse Ketchum) and Sandy Wu of Queen Alexandra Senior Public School received \$2,600 each in educational bursaries.

The Pug Ed program is designed to engage young people in architecture, design and urban development, and to pass on into the future an appreciation for smart and responsible design. There were 25 Grade 8 students from Jesse Ketchum Public School and Queen Alexandra Senior Public School that participated in after-school sessions with some of Toronto's most influential development professionals and organizations. The students entered a design competition where they had to make a verbal, written and visual presentation on a complete redevelopment proposal for a specific waterfront development.

In addition to the award presentations, last night's program included the second in a series of Pug Talks entitled Tall Buildings. The talk focused on tall buildings and the role they have in shaping the city. Toronto's growth is creating development pressure on a finite area of land, and density requirements are pushing the height of buildings ever upward. One of the topics of discussion was a recent study undertaken by the Toronto planning department that may result in significant policy positions on this issue in the near future.

If the Pug Awards and Pug Ed are about inviting Torontonians – both young and old – to be part of the city's architecture-and-design discussion, Pug Talks is about furthering that discussion by educating the public on key design issues and pushing ideas and creative thought forward. Open to the public, the roundtable discussions at the Pug Talks feature participants from Toronto's architecture, planning and development arenas.

## **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 the 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 and how to vote, please visit: <http://www.pugawards.com>.

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

-30-

For more information or to schedule an interview, please contact:

Darlene Hesas  
Marketing & Public Relations  
Cecconi Simone  
416.588.5900, #259  
[dhesas@cecconisimone.com](mailto:dhesas@cecconisimone.com)