

# Community Chronicle



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Liberty Village • King West • King West Central • Entertainment District • St. Lawrence Market Area • Queen Richmond East

## BROADCAST CASTLE

**Liberty Village's Nelvana Studios is a Creative Bastion in West End Enclave**

In 1999, Nelvana, a leading Canadian animation company, was in need of more space. But it was the height of the tech boom and most of the large contiguous office spaces in its Liberty Village neighbourhood were leased. Moving to a new site would mean relocating the entire operation, and that just wasn't an option. Much more appealing was the thought of converting existing industrial space for office use so, by 2001 Nelvana had its new space.

Today, the company occupies not only its original 32 Atlantic Ave. digs, but also 53 Fraser Ave. that has become affectionately known as "The Castle". (Built in 1912, its rampart-like roof structure was apparently inspired by Casa Loma, which was built around the same time.)



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## Growing Custom Publisher Takes Up Front Street East Space



Not quite an ad agency and not a magazine publisher in the traditional sense, Redwood Custom Communication, from its newly occupied 37 and 43 Front Street East offices, neatly defies classification in downtown Toronto's media subculture.

CEO Eric Schneider says his company is simply a marcom agency that uses a combination of publishing and journalism skills to effect marketing goals. Publishing branded magazines for The Home Depot, Kraft, Sears and General Motors, Redwood blends media content with advertising goals to create an audience connection.

Consumers control the communication relationship with any brand, says Schneider, explaining that a company needs to endow that relationship with value so that a consumer will "opt in."

"We believe that content in particular can carry significant value and it will create the mechanism for a consumer to grant permission. Weaving in the brand helps to build the relationship," he says.

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GEORGE RESTAURANT



ALLIED  
PROPERTIES REIT

## Nelvana

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“The Castle is where our animation is one,” explains facility manager Julie Edwards. “And last year we built post production facilities there.”

It’s the first time in Nelvana’s 30-year history that it’s had proper studios, says Edwards. “They had post-production suites before, but they weren’t ideal,” she explains.

Besides studios, the space at 53 Fraser is also where all of the animation is drawn for its well-known shows such as *Babar*, *Franklin and Beyblade*.



### Leading Animation

Nelvana, a Corus Entertainment company, is one of the world’s leading international producers and distributors of children’s animation and related consumer products. For more than 30 years, it has produced some 100 major television series, specials and movies, all of which are broadcast in more than 150 countries around the world.

These shows form the cornerstone of the cornerstone of parent company Corus Entertainment’s content and production strategy.

Corus’ other television services include: YTV, Treehouse TV, W Network, TELETOON (40%), Discovery Kids, CMT, Teletatino, The Documentary Channel and SCREAM; western Canada’s exclusive pay-TV movie service on six thematic channels under the Movie Central brand; three local over-the-air television stations; Digital ADventure advertising services for television and Max Trax, a residential subscription digital music service. ■

## REDWOOD STORY

Continued from page 1

### Engaging an Audience

For example, a magazine featuring household tips, including ways a busy professional can prepare a healthy family meal in 20 minutes, is good place for a company like Kraft to engage a target audience with original content, boost brand equity and generate positive, direct response to specific products.

While not an entirely new concept (the oldest continuously published customer magazine The Furrow by John Deere’s Deere & Company, has been around since the 1890s), dedicated content creation remain a relatively unorganized category, says Schneider.

“There aren’t many agencies doing this, and those who are, are publishers treating it as an extended revenue opportunity,” he says.

Occupying three floors of 37 Front Street East and part of 43, Redwood’s staff numbers almost 160 and has grown considerably since the operation first took root in this neighbourhood in 1999. The Toronto company was founded as the North American arm of Britain’s Redwood International Network, and also acts as the headquarters for New York and Chicago offices.

### 80 Million Magazines

Redwood has nine custom titles in North America and publishes some

80 million magazines annually, but it has evolved this core competency into other areas including web content creation, email newsletters, DVDs and books.

As new venues for communication continually develop, so too does the demand for content, and Redwood is positioning itself for growth. The move to 37 Front Street East (The Beardmore Building) has helped to bring all the operations’ teams back into the same building. Occupying floors two through four and one of the floors in neighbouring 43 Front Street East, Redwood houses a combination of executive, creative and sales staff – all of whom stand to benefit from the open concept office which features an atrium connecting the second and third floors.

“We’re a collaborative organization with a lot of disciplines interfacing with each other,” says Schneider. “That’s why we wanted an open environment. But there are also areas where you can pull away and work privately or in smaller huddles.”

Recognized as having one of the lowest turnover rates in the publishing industry, Schneider credits some of Redwood’s employee satisfaction with the location of the office itself. “The neighbourhood is relaxed and affable and there’s a ton of things to do around here,” he says. ■



## Reliable Service and a Quaint Atmosphere Make Front Street East Bookseller a City Favourite

Fifteen years ago, Montreal bookseller Nicholas Hoare was visiting Toronto looking for retail space to establish a foothold beyond his two Montreal locations when he happened upon an empty storefront near the St. Lawrence market almost by accident.

Today, Nicholas Hoare at 45 Front Street East is one of the city's finest bookstores. Its hardwood floors, towering bookshelves, feather-stuffed couches, working fireplace, hand-tooled fixtures and old-fashioned library ladders on wheels give the interior a decidedly British feel, all of which is part of Hoare's original vision for the once empty space.

Canada," says store manager Ben McNally.

Its solid biography and gardening sections also have their share of devotees, but McNally says the store's respect for customer service is what has helped to build an overall strong client base.

### Serious Queries

Bookstore customers want staff that can give them competent answers, explains McNally. "If we can't find the answer quickly, we'll find it eventually, but whatever answer you get, you can be sure we've taken the time to research it," he says.

This attitude towards treating queries seriously is what has helped



Photo by Tony Whibley



Photo by Tony Whibley

with," says McNally. "But from our point of view, these changes have just forced us to do what it is we do even better."

### Word of Mouth

Its service and reputation has ensured it a loyal following. Fifteen years in business and the store has never advertised.

"We think the money's better spent on staff," says McNally, explaining that the quality of service prompts customers to advertise by word of mouth.

"If anybody out there hasn't heard of us," he says, "it's because they don't have a friend who shops here." ■

### Brit Lit

While it is widely regarded by most bibliophiles as the city's go-to place for fiction, literature and history, one of Nicholas Hoare's greatest strengths is its commitment to bringing British books to a North American audience.

"We've spent 15 years labouring under the impression that British books are not only high quality, but could also be better represented in

Nicholas Hoare Books garner a reputation for digging up hard-to-find books.

"They're only hard to find because no one else carries them," insists McNally, who has seen the Canadian booksellers' landscape irrevocably changed by the big box merger in 2001 and the growth of Internet-based book purchases.

"There have been all kinds of changes that we've had to contend

### Where:

45 Front Street East  
(near Church Street)  
416-777-2665

### When:

- Mon-Wed: 10am-6pm
- Thu-Fri: 10am-8pm
- Sat: 9:30am-6pm
- Sun: noon-6pm

## Fine Wine Reserve's Tasting Room Now Open on King Street West

Since January of this year, Marc Russell has been taking in private wine collections for storage in his 5,500 square foot facility. Since May, he has provided a cozy spot in which his patrons can share a bottle.

Nestled one flight below street level at 439 King Street West is the Fine Wine Reserve's Tasting Room, a rectangular room with rich burgundy walls and a ceiling featuring a



labyrinth of industrial pipe work that looks more at home in the engine room of a transatlantic steamer than in a Toronto cellar. But this black industrial piping is the kind of character that dresses the space, which is naturally lit by frosted glass windows at street level.

Other appointments include a 10-foot long monastery table made of 100-year-old hemlock boards, seating for 14 and a service kitchen that features microwave/convection oven, dishwasher, fridge, dishware for 25 and, of course, crystal Spiegelau tasting glasses as well as a variety of decanters to complete the tasting experience.

The room is generally reserved for his clients, but Russell has been known to extend its use to local



businesses (Totum staff recently used the space for an off-site meeting).

If you're an Allied Properties tenant interested in booking a meeting here, send an email to [marc@finewinereserve.com](mailto:marc@finewinereserve.com). ■

## New Shoppers Drug Mart to Serve King West Store's unique Beauty Boutique carries designer product

With 50 stores opening across Canada this year, the latest Shoppers Drug Mart to make an appearance on the downtown Toronto radar screen can be found at the corner of Peter and King. Associate owner Laura Weyland, a veteran Shoppers franchisee, expects to serve many of the hotels in the area and eventually to tap into the burgeoning condominium population.

The 14,000 square foot store, on the premises of the former Bata Shoe outlet, will carry all the products and services consumers have come to expect from the national drug store chain. Customers will notice an expanded cosmetics section the company is pioneering at this site under the banner Beauty Boutique.

Separated from the rest of the store by a display wall, the Boutique features

a number of prestige lines not available at many other Shoppers Drug Mart stores. Lancôme, Biotherm, Red Earth, Dior and Guerlain are among the selection, and this location is also the only one to carry Smashbox.

The Beauty Boutique also carries a line of designer jewelry from the likes of Ton Pascal, Rita D. and Kelly Leiman. Pashminas and designer handbags are also stock items here.

As with other Shoppers Drug Mart stores, this one stays open until midnight, has a good selection of grocery items (including some dairy), photo processing and of course, a well-staffed pharmacy.

Shoppers was founded in 1962 by

Toronto pharmacist Murray Koffler, who believed that it was possible to build a national organization of pharmacies without sacrificing the personalized service of the local community pharmacist. This vision helped build a network of more than 800 Shoppers Drug Mart/Pharmaprix retail drug stores owned and operated by the company's licensed associates. ■



Photo by Tony Whibley

## Verity Pool Ready for Relaxation



While Verity has been open and operating since early this year, components of this sprawling downtown club complex are still being added, finished and finessed. Among the more eagerly anticipated completions is the facility's subterranean pool.

Not so much a lap pool as it is a place to relax and unwind, Verity's pool area includes seven spa treatment rooms along its quiet decks and a private yoga studio.

"Verity is your third space, after work and family. It's an oasis of calm where you can expand your mind and nourish your body and soul," says Verity's Leanna Dean. Of course, relaxation and tranquility are the operative terms for this pool/oasis, which features warm lighting and designer chaises lounges made of woven fibre.

Treatment rooms surround the pool deck and the spa menu includes scrubs, waxing, body rubs, reflexology, facials and massages.

For more information about Verity, visit [www.verity.ca](http://www.verity.ca). ■

## Architects ARK Inc. Host U of T Students to Rethink Toronto

Mid October will see a few more faces at 82 Peter Street as teams of students from the University of Toronto work on a two-day brainstorming initiative to rethink how we may live in Toronto come 2031.

From October 13th to 14th,

Masters candidates will deal with a range of complex challenges as they focus on four representative city sites including former industrial lands, warehouse districts and urban and suburban neighbourhoods. Results will be showcased at a panel discussion at the University, 230 College Street, on the evening of October 15th.

During the 30-year period from 2001-2031, the population of the Greater Golden Horseshoe is slated to grow by almost four million people, and its economy will grow by about two million jobs. Approximately 75% of this growth is projected to occur in the Greater Toronto Area and Hamilton.\*

To address this issue, Architects + Research + Knowledge Inc. (ARK) has entered into an unique partnership with the University of Toronto's Faculty of Architecture, Landscape and Design, and the Canada Mortgage and Housing Corporation, to hold an Integrated Design Project as part of this year's McLuhan International Festival of the Future (Oct 8-17, 2004). ■



## New St. Joseph mag is what Women WISH

There's a new Canadian women's magazine on the stands and it's being created on Queen Street East. Style Group, a division of St. Joseph Media, whose magazine offices occupy part of the Queen-Richmond Centre, recently launched its first women's lifestyle magazine – WISH.

Seems the magazine market was ripe for this kind of read as the 70,000-copy print run of the September issue sold out almost as quickly as it hit the stands on August 4th.

With Jane Francisco at its helm, approximately 25 per cent of WISH's editorial coverage will focus on each of four dedicated areas: food, home, fashion and beauty.

Each issue is designed to offer insightful tips, shortcuts and shopping know-how – news that women can use,

says Giorgina Bigioni, Vice-President and Group Publisher of Style Group.

St. Joseph Media will publish four issues of WISH this year and eight in 2005.

For more information, visit [www.wish.ca](http://www.wish.ca). ■



\* Research source: Bourne, Larry S. *Social Change in the Central Ontario Region: An Issues Paper*. September 2002.

# Swing Lounge a Toronto Jazz Standard

Wellington Street East's Reservoir Lounge is a long-standing musical tradition for local and international talent

One night after a full evening of entertaining thousands at Roy Thompson Hall, Tom Jones dropped by the Reservoir Lounge at 52 Wellington Street East with some friends. After a few minutes, the bandleader welcomed Jones to the room and asked if he would get up on stage to sing an old favorite. A few hours after the invite, it seems he was still on stage singing his classics and loving every minute of it.

It's not to say this is the type of thing that's apt to happen twice, but in its seven-year history, The Reservoir Lounge, located in Toronto's St. Lawrence neighbourhood across from the Flat Iron building, has managed to attract an eclectic, international and even famous crowd.



## Bourbon Street Vibe

Drawing on a New Orleans Bourbon Street vibe, The Reservoir Lounge is a swing jazz and jump blues bar restaurant located below street level.

Its quaint space, the subtle décor dance floor give the space a speakeasy quality that brings Toronto's prohibition days to mind.

Sitting at candle-lit tables along the exposed foundation walls dating back more than a century, patrons are treated to a world of swing jazz performers with an infectious enthusiasm for great original songs from that era.

The open upright piano is prominently displayed on the 12-inch high stage and can be seen from every seating area in the house. You can't but feel as though you are part of the venue, as important an ingredient to the space as the band itself.



## Cajun and Coastal Cuisine

The cuisine is laden with a fusion style of Cajun and coastal foods tantalizing your palette. Each night of the week from Monday to Saturday, you will find a different band performing. Each band plays their night of the week each week throughout the year.

Now the main draw to the Reservoir Lounge is not the beer or the décor, but the swing. Every night the Lounge has live music, primarily swing-jazz. The stage is very small, but the musicians cram onto it, and play with tremendous energy.

There is no separation of the stage from the rest

of the bar, making the mood of the live music very intimate. The Reservoir has regular acts throughout the week, including Toronto swing favourites Tyler Yarema & His Rhythm (Tuesdays) and Tory Cassis (Saturdays), and random guest acts. ■



### Where:

Lower level, 52 Wellington Street East, Toronto, west of Church Street on the north side of Wellington, across from the Flat Iron building

### When:

- Monday, 9.00 PM - 2.00 am - no cover charge
- Tuesday to Thursday, 8.00 pm - 2.00 am - \$5 cover
- Friday to Saturday, 8.00 pm - 2.00 am - \$7 cover before 9, \$10 after 9
- Live music starts at 10.00 pm and runs till closing.
- Apres Office: Specially priced cocktails Thursdays and Fridays, 5:00 to 7:30.

# More Courtyard Art on King Street West

Two more prominent Canadian artists bring their sculptures to the courtyard at 461 King Street West to share space with John McEwen's *Paradise/Coyote*. The presentation of these sculptures is courtesy of Olga Korper Gallery, Edward Day Gallery and King Street West's Nicholas Metivier Gallery.



## REINHARD REITZENSTEIN

*Lost Wood #10, 2000*  
cast bronze, limestone  
(h) 72" (w) 108" x (d) 86"

Reinhard Reitzenstein is represented by Olga Korper Gallery, Toronto. He works in several areas including, indoor installation and sculpture using cast, spun and welded metals, wood, glass, photography, digitally processed images and other materials; large scale drawings; and outdoor tree-based installations. "Lost Wood #10" is a cast bronze sculpture of a network of branches that also works as a bench.



## TOM DEAN

*untitled (dogs), 1999*  
cast bronze, life size  
edition of 5

From his iconic structure "Floating Staircase" – set afire on Lake Ontario – to his life-size bronze sculptures of swans, babies and dogs, Tom Dean's works are notorious for their conceptual and slightly disturbing twist. Recipient of the Governor General's Award for Visual Arts in 2001, he was Canada's representative in the 1999 Venice Biennale. Tom Dean is represented by Edward Day Gallery, Toronto.



## JOHN MCEWEN

*Paradise/Coyote, 2002 (top left of photo)*  
Corten steel  
126" x 48" x 96"

John McEwen is represented by Olga Korper Gallery, Toronto. He is known for his significant production of public art including Searchlight, Starlight, Spotlight at the Air Canada Centre in Toronto. In his sculptures, whimsical imagery is shaped from powerful materials, and language and symbolism mingle with vernacular architecture.

# Space for Rant

## “WHAT A KNOB...” Learning to work with people you don’t like

I once wrote a book on how to get along with everyone. I didn’t write it alone, though. I wrote it with this other knob. Still, we made money, and I guess that was the point.

Apparently, a lot of conflict comes from ego and poor human relations. While there’s not much I can do about my family, I suppose I could work on tempering my co-workers’ egos. To figure out how, I talked to Dr. Bob Nevis, co-author of *Dealing with People You Want to Stab*.

No, he didn’t say much about his co-author but what he did tell me was that people should learn that their own behaviour almost always contributes to a situation of conflict.

“No it doesn’t,” I said. But he persisted.

“Listen, whoever this is, no one cooperates with anyone that seems to be against them,” he told me. “That’s why sending signals that you share common ground is one way to build a connection.” Non verbal cues are especially powerful, he said. Apparently if you subtly simulate your adversary’s subconscious behaviours like using the same tone of voice, tapping a pencil or crossing your arms the way he does, it will

quietly relay a message that you have something in common.

This is called blending and, done properly, it will allow you to bluff your way through a Stormtrooper checkpoint on your way to Mos Eisley Spaceport to hire a cheeky smuggler.

Apparently, it will also establish a connection no amount of talking can make.

Redirecting, Nevis told me, is how you exercise the influence you have gained as a result of blending. Just as with blending, there are a number of ways to do this and certain techniques apply to certain situations, but essentially, redirecting takes the positive things your adversary can contribute and brings them forward.

“For example,” he said, “a redirecting technique to deal with know-it-alls is to make them mentors.”

“That’s very interesting,” I said, “tell me more.” But that’s all I got. ■

*Norton Telluride, President,  
This Ends Now Alternative Dispute Resolutions*

### Community Chronicle

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SEND US YOUR VIEWS, NEWS, BLUES AND OPINIONS ON JUST ABOUT ANYTHING.

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## GEORGE WHO?

### New Queen Street East Dining Room Opens its Doors

Opened in mid September, George is the public restaurant that shares a kitchen with Verity. Nestled in the Queen Richmond Centre at 111 Queen Street East, this raw, former industrial space is defined by rough brick walls, massive wood beams and old factory windows mixing with new glass and panels to define a space that mixes traditional and contemporary aesthetics.



Executive Chef Lorenzo Loseto has created a menu that is as exquisite as it is health conscious.

It’s a tasting menu, explains Loseto, so the portions are modest and the presentation is clean and interesting.

“There’s no coloured oil or inedible garnishes,” he says, adding that the menu will be somewhat seasonal, taking advantage of the bounty of fresh produce available in the summer months to vary the restaurant’s fare.

Loseto began his professional culinary training in 1990 in the kitchen of the Windsor Arms, and most recently was the Executive Chef at Rain and Zoom. Prior to there he spent three years working with Susur Lee at Lotus. There’s also a private room available for bookings. George is open for dinner Tuesday through Saturday from 5:30 onwards (the bar opens at 5:00). For reservations, call (416) 863-6006. ■

