## ANNUAL REPORT 2018





### A messasge from the 2018 TSA Executive

2018 has been a year of growth and outreach for the TSA – one that has driven our Society to build on our existing programming and establish the appropriate organizational framework to support it. It has also been a year of introspection, evaluating our priorities and laying the groundwork for a more robust and active TSA for years to come.

This year's highlights include 13 forums and lectures – our largest offering yet – ranging from public presentations with members of Toronto's Design Review Panels to more industry specific conversations on talent management. Interest was overwhelming in all the right ways, driving us to find larger venues to accommodate growing interest in architectural discourse in the city. In particular, we must mention the immense success of our joint lectures with the Architectural Conservancy of Ontario Toronto Branch – the largest of which was attended by over 300 participants.

Our robust lecture programming was complimented by our most popular tour season yet, with both our building tours and walking tours providing an opportunity to members and public alike to explore Toronto's architecture. Our walking tours proved to be exceptionally popular, breaking past years' attendance records with around 1000 attendees – that is a 21.7% increase over our 2017 numbers. This success is in no small part thanks to the generous recurring support of the Ontario Association of Architects which has allowed us to develop new tours and promote our existing programming.

Inclusivity was an important priority for our Society in 2018, leading to the development of new initiatives and strengthening existing activities which welcomed new audiences and members to the TSA.

New this year was a networking event for emerging professionals which connected students, young practitioners and foreign-trained architects to a wide range of architecturally trained professionals and showcased the diversity of our membership. We look forward into establishing this event as part of our permanent programming and finding new ways in 2019 to make our profession and Society more inclusive and welcoming.

Reaching out to the next generation of architects, this year we once again participated in the Toronto District School Board's second annual Skilled Trades Expo for over 200 secondary students from across Toronto – all of them recent immigrants to Canada. Throughout the day, our volunteers guided students on the basics of architectural drawings through a hands-on workshop that had them prepare their first set of plans and sections. This workshop was complimented by our increasingly popular architecture tour program for high schools and middle schools – a program offered completely free of charge by the TSA to any school in the Greater Toronto Area.

Partnerships have always been key in helping us reach new audiences. 2018 was no exception and we would be remiss if we did not acknowledge our great partners and collaborators. Our 2018 partners included the Toronto Design Offsite Festival, Doors Open Toronto, Architect@Work, the Toronto District School Board Newcomer Services, ARIDO GTA Chapter, and the Architectural Conservancy of Ontario Toronto Branch.

Advocacy also played a growing role in 2018 with the TSA providing feedback to the city on a number of issues, as well as taking a stance and making public deputations on the discussions regarding Relmagining Yonge and Laneway Housing.

Equally important to our robust programming and advocacy but perhaps less visible is the considerable administrative and governance overhaul the TSA has started to undertake this year and which we hope to fully role out in 2019. We are currently working on migrating our membership list into a new membership management system which will allow us to better administer member benefits and provide

us the backbone required to increase our membership beyond the architectural profession. Parallel to this process is the review and update of the TSA by-laws – a necessary step to ensure the future success of our Society. We look forward to presenting a revised version of our by-laws in the near future that better reflect the values and ambitions of the TSA.

Of course, no annual report of the TSA would be complete without mention of this year's TSA BASH held at the Toronto Central YMCA. It was a wonderful (and packed) evening of celebration in a beloved Toronto landmark. It was also a very successful fundraising event for our Society, giving us a head-start in securing the funding required for our ambitious 2019 programming.

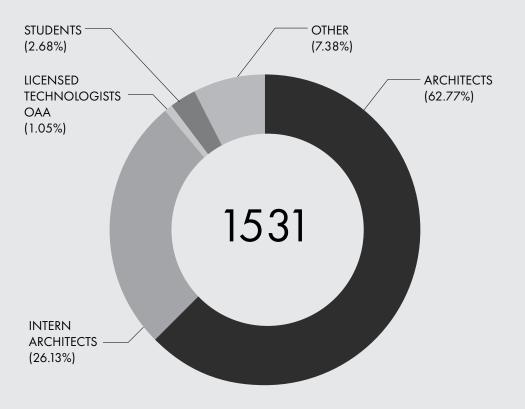
With 2018 now officially in the books we are already hard at work on our 2019 programming, continuing our mission of advocating for architecture and design in the city.

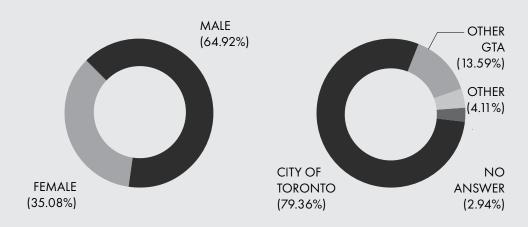
Maria Denegri

Chair | Toronto Society of Architects

## 2018 A YEAR IN REVIEW

### **MEMBERSHIP**





## 7002

### NUMBER OF TOTAL ATTENDEES TO TSA EVENTS IN 2018

### **LECTURES**

13
NUMBER OF LECTURES

1362\*
LECTURE ATTENDEES

19
HOURS OF
STRUCTURED LEARNING
OFFERED

45
NUMBER OF SPEAKERS
FEATURED IN 2018

### **TOURS\*\***

86
NUMBER OF TOURS
GIVEN IN 2018

1069
TOURS ATTENDEES

275

VOLUNTEER HOURS

GIVEN BY OUR TOUR GUIDES

51
NUMBER OF BUILDINGS
FEATURED IN OUR TOURS

### **DOORS OPEN**

8

NUMBER OF TOURS OFFERED AS PART OF DOORS OPEN 2018

420

TOUR ATTENDEES ON DOORS OPEN WEEKEND

10

NUMBER OF STUDIOS
PARTICIPATING IN DOORS OPEN

3,440

ATTENDEES THAT VISITED THE STUDIOS
DURING DOORS OPEN

<sup>\*</sup>Includes Urban Affairs Forums, Ideas Forum, Technical Lectures and one-off special lectures. Total attendance does not include TODO IDEAS Forum.

<sup>\*\*</sup> Tour numbers do not include the tours given as part of TSA BASH 2018

# SPECIAL PROJECT FUNDING REPORT





(Above) A group of high school students from 1Up Toronto join us on a free TSA tour to learn more about place-making in the city. (Below) Our new black and white tours volunteer made its debut during Doors Open 2018. You couldn't miss our black and while umbrellas!

### Report on OAA Special Project Funding

In 2018 the TSA was fortunate to receive Special Project Funding from the Ontario Association of Architects for several projects to further our work promoting public appreciation of architecture. These funds were critical for these initiatives and we are grateful for the OAA's support to make them possible. The following section aims to provide an update on these projects - several which are ongoing.

### **Architecture Walking Tours**

The TSA was fortunate to once again receive Special Project Funding from the OAA for our architecture tours program – an initiative that is now entering its 10th year. Our tours are our largest public outreach program, with most of the attendees being members of the public with an interest to know more about Toronto's built environment.

The OAA's sustained funding throughout the years has allowed us to develop multi-year planning for this initiative, helping us grow the reach of our tours and develop new content to ensure they remain relevant. It is thanks to this funding that the TSA is also able to afford providing free tours to middle school and high school students from across the Greater Toronto Area, all while keeping our tickets at accessible prices which encourage more people to come learn about our city's architectural landscape.

New this year was the revamped TSA tours volunteer uniform – a refresh of our brand launched during Doors Open weekend to better reflect our Society and distinguish us among tour groups in the city. These new uniforms also gave us an opportunity to include the OAA's logo in them – our way of saying thank you and recognizing the important contribution of the OAA to our tours' success. The new look has been incredibly popular, with the public and members alike asking for the t-shirts to be available for sale!

Also new this year has been our shift in marketing from print to digital. For 2018 most of our advertising focused online, with a set of four unique ads on Facebook which ran throughout the summer months and received over 89,000 impressions. This strategy, paired with a strong presence in Doors Open 2018, translated into a recordbreaking year with 982 people joining us on a walking tour this summer – a 21.7% increase over our 2017 numbers.

It is also worth noting that the growing popularity of our tours program also required the onboarding of new tour guides - all of which have already made tremendous contributions to our program's success.

For 2019 we are already hard at work developing new tours for our 10th anniversary which will for the first time expand the reach of our walking tours beyond Toronto's downtown core.

### **Doors Open Expanded Programming**

For the past several years, as part of Doors Open Toronto and in close collaboration with City of Toronto, the Toronto Society of Architects (TSA) has run a number of events during Doors Open weekend directly aimed at engaging the public in a discussion about the city's architecture. We currently run three different initiatives during Doors Open weekend: the Open Studio program, where we invite numerous studios to open their offices and provide "behind the scenes" tours to the public; special 1 hour versions of the Toronto Architecture Tours offered for free throughout the weekend; and the TSA Architects' Talk, a thought provoking conversation bringing together numerous local architects to discuss larger issues of the architectural discourse.

In 2018 the OAA provided the TSA with much needed funds to invest in an increased presence in Doors Open Toronto – including new reusable signage to better indicate the TSA's participation, a large





(Above) A sample of some of the new artwork used for postcards and advertising of the TSA's tours programming. (Below) Large crowds were the norm in during Doors Open Toronto 2018!

number of custom designed postcards featuring original artwork highlighting Toronto's modern and contemporary architecture which were widely distributed during the weekend and contained information about the TSA's tour programming, and a significant boost to online advertising of our Doors Open initiatives which ran throughout the month of May in Facebook, Twitter and Instagram with over 48,000 impressions.

The results are evident in our most successful Doors Open to date – our tours participation increased from approximately 300 participants in 2017 to 420 in 2018, our talk counted with an audience of about 400 attendees, and our participating studios received over 3,400 visitors. The increased and unified signage of the TSA in the tours and talk ensured the participation of architects was visible during the entire weekend across the city and much of it has been reused since in our other lectures and events throughout the year – bringing visibility to the TSA and the OAA throughout the year. Much of the signage and the graphics developed will be reused as part of Doors Open Toronto 2019 when we will be doubling the number of studios participating.

### **Sketchbooks**

For the past two years student outreach – particularly for middle school and high school students - has been an important and growing focus area for the Toronto Society of Architects. This first took shape with the offer of free architecture walking tours for schools in the Greater Toronto Area – something we have been offering since 2016 - and has steadily increased to include special architecture workshops designed to introduce students to the skills and topics of the discipline, as well as the development of Ontario curriculum-compliant architecture tours.

As part of this student programming, drawing and sketching are frequently utilized to engage participating students and introduce them to the basic skills and concepts behind architecture and its allied design disciplines. Seeking to expand on this identified strength, the TSA reached out the OAA in order to secure funding for a large initial print of sketchbooks which could be used during our workshops and student tours, and then kept by the students to encourage them to continue exploring the city through sketching and drawing. The sketchbooks include TSA developed front matter regarding architectural drawing conventions, as well as information on our

city's architecture and possible career paths in design and the built environment.

While it took us a bit longer than we had hoped, we are happy to report that we are finalizing the design of our sketchbooks in collaboration with our long-time printing partner Astley Gilbert and we look forward to having them available for a new cohort of students in Spring 2019. This timing will allow us to feature the sketchbooks at the core of our Spring/Summer 2019 student architecture tours which will feature sketching stops as part of this upcoming year's programming. A copy of the sketchbooks will be provided to the OAA once the first test print comes out.

## 2018 EVENTS CALENDAR

01.18 03.18

2018.01.17

### The Future of Work: The Body, The Building, The City

TSA Urban Affairs Forum

SPEAKERS | Angelika Seeschaaf Veres and Koby Barhad (Radical Norms / OCAD), Vanessa Fong (Vanessa Fong Architect), Lorna Day (Director of Urban Design, City of Toronto)

2018.01.22

### TODO | Matter

TSA IDEAS Forum as part of Toronto Offsite Design Festival / PechaKucha

SPEAKERS | Lars and Jason Dressler (Brothers Dressler), Joanne Byrne and Jonathan de Swaaf (Creators of Objects), Jasna Sokolovic and Noel O'Connell (Dear Human), Shannon Hilchie (Faet Lab), Habiba El-Sayed, JP King, James Michael Shaw, and Shane Williamson (Williamson Williamson)

02.18

2018.02.06

**Annual General Meeting 2018** 

### 2018.03.14

### **Bauhaus and the White City of Tel Aviv**

Special Lecture in partnership with the Architecture Conservancy of Ontario Toronto Branch

SPEAKER | Ian Ferguson

2018.03.22

### **Green Roof Seminar**

TSA Technical Series

SPEAKER | Curt Moeller (Smart Green Technologies Inc.)

04.18 05.18

2018.04.03

### Superarchitecture

TSA Urban Affairs Forum

SPEAKERS | Terri Peters, Meg Graham (Superkul), Robin Guenther (Perkins+Will), Terry Montgomery (Montgomery Sisam), Stephen Verderber (University of Toronto), Kelly Doran (MASS Design Group)

2018.04.11

### Talent Management for AEC Firms

TSA Technical Series as part of ARCHITECT@WORK Canada

SPEAKER | Rowley Mossop (Innovia)

2018.04.12

### New Developments in Building Enclosure Design

TSA Technical Series as part of ARCHITECT@WORK Canada

SPEAKER | Duncan Rowe (RJC Engineers)

2018.05.08

### **Building Enclosures: Designing for Energy Efficiency**

TSA Technical Series

SPEAKER | Antoine Habellion (ROCKWOOL)

2018.05.23 - 2018.05.25

### **OAA Conference | Walking Tours**

TOUR GUIDES | Kristine Morris, Eric Gertner, Joël León, Daniel Gaito

2018.05.24

### **TSA CONNECT 2018**

Structured Networking and Mix and Mingle as part of the OAA Conference 2018

FEATURED GUESTS | Ilana Altman (Bentway Conservancy), Julie Bogdanowicz (City of Toronto), Tania Bortolotto (Bortolotto), Christophe Chevallier (IUT de Clemont-Ferrand), Vanessa Fong (VFA), Jeremiah Gammond (Approach Design Inc.), Jessica Hawes (Brook-McIlroy), Charlie Hoang (IBI Group), Kristina Ljubanovic (Journalist), Myles Mackenzie (DIALOG), Anna Madeira (Quadrangle), Francesco Martire (large [medium] design office), Alexis Schneider (Brookfield Global Integrated Solutions), Aaron Smith (NORR Architects and Engineers), Alana Young (Legislative Assembly of Ontario)





A casual atmosphere was the perfect setting for TSA CONNECT 2018 - our first networking event specifically designed for newcomers, foreign trained architects, students and young professionals as part of OAA Conference.





(Top) Our Open Studio program was a great success this year with 10 studios across the city opening their doors to the public. Photo by Scott Norsworthy. (Bottom) Large crowds were the norm during our Doors Open tours!

2018.05.26

Doors Open | What's the story here? - a panel discussion on architecture, film and the city Doors Open lecture in partnership with Doors Open Toronto

SPEAKERS | Carol Phillips (Moriyama + Teshima Architects), Drew Mandel (Drew Mandel Architects), Elisa Sauve (Production Designer), Jay Pooley (Production Designer and Lecturer, John H. Daniels Faculty of Architecture, Landscape and Design), Paul Austerberry (Production Designer)

MODERATOR | Maria Denegri (TSA Chair)

2018.05.26 - 2018.05.27

### **Doors Open | Open Studio**

Studio open house in partnership with Doors Open Toronto

PARTICIPATING STUDIOS | Building Arts Architects, Altius Architecture Inc., Akb Architects, Denegri Bessai Studio, DTAH, Moriyama & Teshima Architects, PARTISANS, RAW Design, SvN Architects + Planners, TACT Design 2018.05.26 - 2018.05.27

### **Doors Open | Entertainment is King! Walking Tour**

A special 1 hour architecture walking in partnership with Doors Open Toronto offered 8 times during the DOT weekend

TOUR GUIDES | Judy Jacobs, Daniel Galto, Stephanie Thomas, Joël León

### 06.18

2018.06

### **Walking Tours**

2 hour guided architecture walking tours offered every Saturday/Sunday from early June to early October under four themes: Art and Performance, Towers, Campus, and University Avenue

TOUR GUIDES | Judy Jacobs, Derek McCallum, Stephanie Thomas, Eric Gertner, Daniel Gaito, Daniela Cojocariu, Emad Ghattas, Eric Gertner, Allan Banina, Pamela Cottrell, Lesley Thompson, Francis Maw, Hector Tuminen, Ulysses Valiente, Kristine Morris, Eric Mutrie, Brittany Lee, Joël León

2018.06.05

### Accessibility for Small Scale Applications

TSA Technical Series

SPEAKER | Nancy Smith (LRI Engineering Inc.)

2018.06.20

### Design Review Panel: Notes on the City

TSA IDEAS Forum

SPEAKERS | Gordon Stratford (HOK),
Michael Leckman (Diamond Schmitt
Architects) Joe Lobko (DTAH), Paul Bedford
(Waterfront Toronto),
Betsy Williamson (Williamson Williamson),
Nina-Marie Lister (School of Urban +
Regional Planning, Ryerson University),
Walter Daschko (Metrolinx),
John Potter (Metrolinx), Roland Rom
Colthoff (RAW Design), Sybil Wa (Diamond
Schmitt Architects)

2018.06.20

### **York University Station**

**Building Tour** 

TOUR GUIDES | William Bradley (Adamson Associates Architects), Andrew McAlpine (ARUP), Joanna Kervin (TTC)

2018.06.28

### **Quantifying User Experience**

TSA Technical Series

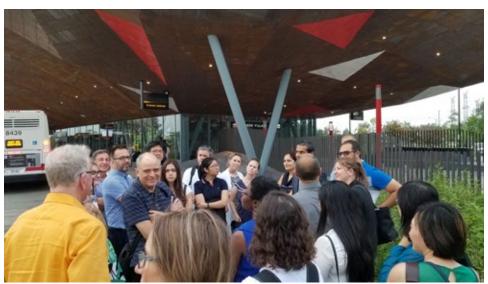
SPEAKER | Dr. Vedran Dzebic (Entro)











(Top Left) Artistic columns were the highlight of our building tour of Finch West Station. (Top Right) City Hall is always a popular stop during TSA tours. (Bottom) Our members enjoy an exclusive tour of Pioneer Village Station.

07.18 08.18

2018.07

### **Walking Tours**

2 hour guided architecture walking tours offered every Saturday/Sunday from early June to the early October under four themes: Art and Performance, Towers, Campus, and University Avenue

TOUR GUIDES | Judy Jacobs, Derek McCallum, Stephanie Thomas, Eric Gertner, Daniel Gaito, Daniela Cojocariu, Emad Ghattas, Eric Gertner, Allan Banina, Pamela Cottrell, Lesley Thompson, Francis Maw, Hector Tuminen, Ulysses Valiente, Kristine Morris, Eric Mutrie, Brittany Lee, Joël León

2018.07.19

### Finch West Station

Buildina Tour

TOUR GUIDES | Welland Sin (IBI Group) Ana-Francisca de la Mora (IBI Group) Mohammad Majdabadi (LEA Consulting Ltd.), Peter Ojala (LEA Consulting Ltd.), Ian Trites (TTC) 2018.08

### **Walking Tours**

2 hour guided architecture walking tours offered every Saturday/Sunday from early June to the early October under four themes: Art and Performance, Towers, Campus, and University Avenue

TOUR GUIDES | Judy Jacobs, Derek McCallum, Stephanie Thomas, Eric Gertner, Daniel Gaito, Daniela Cojocariu, Emad Ghattas, Eric Gertner, Allan Banina, Pamela Cottrell, Lesley Thompson, Francis Maw, Hector Tuminen, Ulysses Valiente, Kristine Morris, Eric Mutrie, Brittany Lee, Joël León

2018.08.16

### **Pioneer Village Station**

Buildina Tour

TOUR GUIDES | Richard Stevens (Chief Architect), Welland Sin (IBI Group), Bruce Han (IBI Group), Ian Trites (TTC) 09.18 11.18

2018.09

### **Walking Tours**

2 hour guided architecture walking tours offered every Saturday/Sunday from early June to the early October under four themes: Art and Performance, Towers, Campus, and University Avenue

TOUR GUIDES | Judy Jacobs, Derek McCallum, Stephanie Thomas, Eric Gertner, Daniel Gaito, Daniela Cojocariu, Emad Ghattas, Eric Gertner, Allan Banina, Pamela Cottrell, Lesley Thompson, Francis Maw, Hector Tuminen, Ulysses Valiente, Kristine Morris, Eric Mutrie, Brittany Lee, Joël León 2018.11.06

Citizen Jane: Battle for the City

TSA Movie Night

2018.11.09

**TDSB Student Workshop** 

Workshop at the TDSB Annual Skilled Trades Expo

FACILITATORS | Mélisa Audet, Alana Young, Vineetha Sivathasan, Joël León

2018.11.22

**OAA President's Visit** 

### 10.18

2018.10.16

The Human Scale

TSA Movie Night

2018.08.16

Death and the City

Urban Affairs Forum in partnership with the Architectural Conservancy of Ontario Toronto Chapter

SPEAKERS | Gee Chung (ACO Toronto), Nicole Hanson (Environmental Planner), Adam Bunch (Toronto Book of the Dead)







(Top) The historical Heliconian Hall set the perfect mood for our joint lecture on Death and the City. (Bottom Left) Students draw plans and sections of pastries as part of our TDSB Student Workshop. (Bottom Right) TSA Tour

### 12.18

2018.12.07

### TSA Year End BASH 2018

VENUE | Toronto Central YMCA

TOUR GUIDES | Emily Sas, Christine, Shane Standford (YMCA), Graeme Reed, Jarle Lovlin, Nigel Tai, Cecily Eckhardt, Donald Schmitt, Negar Javan (Diamond Schmitt Architects)

TSA BASH 2018. Photo by Revelateur Studio / Cole Breiland



TORONTO SOCIETY OF ARCHITECTS



### PEOPLE

### **TSA EXECUTIVE**

### Officers of the Society

Maria Denegri Chair

Megan Torza Vice-Chair

Charles Lau Treasurer

Jason Dobbin Past-Chair

### **Executive Members**

Heather Dubbeldam

Bindya Lad

Kevin McIntosh

Barbora Vokac-Taylor

Alana Young

Ana-Francisca de la Mora

### **Advisory Board**

Antonio Gómez-Palacio

Meg Graham

Joe Lobko

David Sisam

### **OAA Council Liaison**

Mélisa Audet

### **Support and Administration**

Anthony Lombardo Executive Director

Joël León Executive Administrator and Initiatives Manager

Jocelyn Squires Executive Administrator

> Sarah Garland Administrator

Marta O'Brien Tours Coordinator

### **Initiatives Leads**

Urban Affairs and IDEAS Forums Maria Denegri Megan Torza

> Technical Lecture Series Bindya Lad

TSA Movie Nights Charles Lau

Doors Open Barbora Vokac-Taylor Alana Young Joël León

Building Tours Barbora Vokac-Taylor Alana Young

TSA CONNECT 2018 Ana-Francisca de la Mora Mélisa Audet

Architecture Walking Tours Joël León

> Student Workshops Joël León

TSA BASH 2018 Anthony Lombardo Joël León

### **INTIATIVES VOLUNTEERS**

The TSA would like to express our enormous gratitude to all our volunteers who make our initiatives and programs possible. You are at the very heart of the TSA's work

Hobeen Lee

Varsha Kumar

Avinash Davidson

Ryan Falkenberg

Prachi Powale

Amit Patel

Priyanka Patel

Michelle Van Eyk

Thuy Nguyen

Lukesh Sheth

Jameela Bhagat

Manisha Sippy

Afsaneh Asayesh

Felicity Scherk

Maryori Quilarque Francis May Keltie Mclaren Hector Tuminen Vineetha Sivathasan Ulysses Valiente Maryori Quilarque Kristine Morris Samantha Lalonde Eric Mutrie Andrea Kinsella Brittany Lee Safoura Zahedi Ralph Holmes Helga Packeviciute Parastoo Najafi Naomi Shewchuk Isabel Amos Caroline Ross Maryam El-Naggar Judy Jacobs Kurtis Chen Derek McCallum Nitin Madhvani Stephanie Thomas Fric Gertner Daniel Gaito Daniela Cojocariu Fmad Ghattas Eric Gertner Allan Banina Pamela Cottrell

Lesley Thompson

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VENUE SPONSORS

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Landscape and Design, University of
Toronto

PARTNERS Architectural Conservancy of Ontario Toronto Chapter

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### **Doors Open Toronto 2019**

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PARTNERS City of Toronto

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VENUE SPONSOR
Diamond Schmitt Architects

EVENT SPONSORS Entro

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