

Proper TV

Situated near the intersection of Dovercourt Road and Bloor Street in Toronto, this renovation and addition to a building dating from the mid-20th century provides a modern and expanded headquarters for Proper TV, a reality television production company. Originally, the single-storey limestone-and-brick building functioned as a local sorting and distribution depot for Canada Post. The transformation involved the addition of a second storey to house additional offices and production space, along with a striking new exterior that announces the building's identity as the home of a cutting-edge media enterprise.

A comfortable, open-concept and energy-efficient interior workspace welcomes employees and facilitates optimal performance, while the building's distinct street presence is established through bold colour and a dynamic material palette of prefinished aluminum panels and metal siding, polished black granite and a glass curtain-wall assembly. The subtle manipulation of the exterior façades into a series of apertures welcomes diffuse northern light into the interior spaces. On the east façade, a series of 12-foot-tall perforated aluminum fins minimize the intense morning light while creating a dynamic pedestrian and vehicular experience along Dovercourt Road. The fins are three-dimensional triangulated wing-like forms surfaced in a bright reddish-orange powder coat, and imbue the building with a sculptural quality and enhanced depth. At night, these fins are uplit with programmable LEDs, animating the façade with a constantly shifting spectacle of colour.

LOCATION Toronto ON
SCOPE Renovation + Addition
SIZE 16,000 sf
COMPLETION 2015

