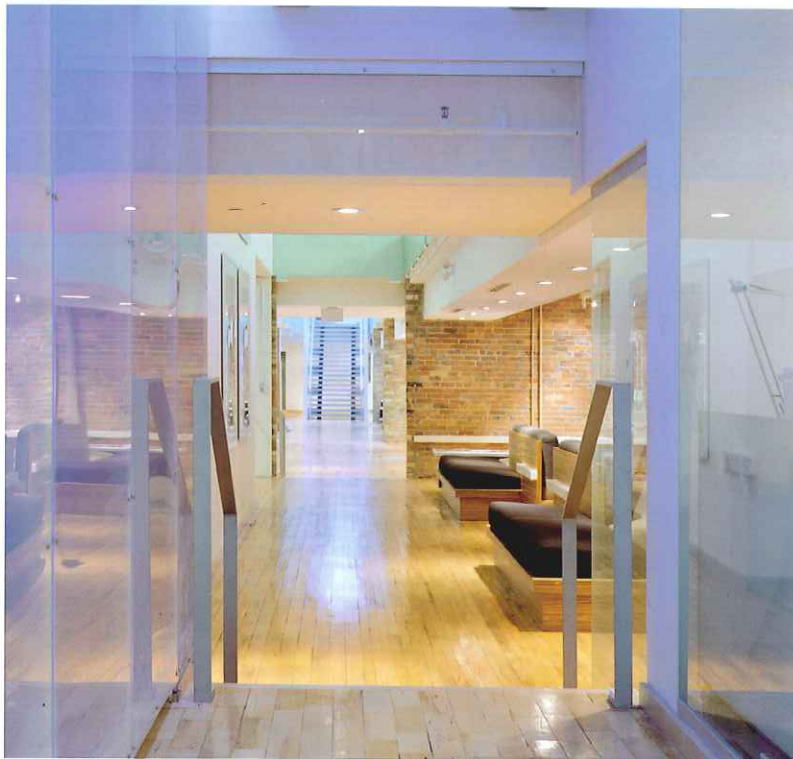


ST. JOSEPH MEDIA

ARCHITECT: SUPERKUL, TEEPLE ARCHITECTS

PHOTOGRAPHY © TOM ARBAN, SUPERKUL

LOCATION: TORONTO, CANADA



ST. JOSEPH MEDIA IS A COMMUNICATIONS COMPANY AND MAGAZINE PUBLISHER WHICH EMPLOYS MORE THAN 300 STAFF. IT FORMS PART OF THE MULTI-VISION PUBLISHING AND KEY MEDIA UNION, AND IS THE BIGGEST PRIVATE MAGAZINE PUBLISHER IN CANADA.

ST. JOSEPH MEDIA

At the end of 2004 the company brought together all its magazines, which were previously in different locations. They were centralized under one roof at the Queen Richmond Center, an old industrial space measuring almost 21,000 m², situated to the east of Toronto.

The objective of the design was to enable each of the magazines to maintain its own identity. Bringing them all together was done for practical reasons, but also to create a united atmosphere in which all the magazines worked independently in the heart of the larger entity. The offices are on the third and fourth floors of the old 19th century warehouse. The brick walls form part of the history of the building, and making use of them reflects an interest in preserving local heritage.

Architecturally, the contrast between old and new elements is interesting, as is the organization of the spaces. The different magazines are distributed in small independent offices within a large area. A very high foyer under a skylight creates an area for meeting and circulating. Inside the old factory it is almost like a street, with each magazine having its own address within the premises. Access between the floors is centered in the foyer, which is the backbone of the offices, giving them order and logic. An axial vista greets guests when they step into the foyer from the elevator. The interior design of the office has created an elegant counterpoint for the original exposed brick and the wood.