



Toronto, Ontario:

As an outgrowth of the design of offices completed in 1986 for Toronto's Carder Grey Advertising, in 1990 The Colborne Architectural Group was asked to design 2 floors of offices in a mid-town Toronto high-rise building for the American agency, DDB Needham. The concrete frame building was newly constructed and with a Bloor Street address and 36,000 sq. ft. of space on the 14<sup>th</sup> and 15<sup>th</sup> floors, the new agency was seen as a prime tenant for the developer, Bramalea Ltd.

The lower 22,000 sq ft. full floor provides the main reception with major meeting and 'presentation' rooms. Account Executives are primarily located on this level with the Creative Group's studios located on the upper, partial floor, connected via an open stair through the reception area. Ad agency offices are notorious for debates over office size and who warrants a door for privacy vs. an open work station. The directive from DDB Needham's CEO to the architects on this issue was to create two (only) enclosed office sizes with maximum, more flexible open office area for systems furniture. Our firm was responsible for detailed design of all areas including sophisticated multi-media presentation facilities as well as the selection of all colours, finishes and furniture. Construction cost, \$950K (\$26/sf), 1991 (not including furnishings).