



#### MICHEL LAUZON Entrepreneur, Architect

#### EXPERIENCE

LAAB | President 2020-Aedifica | President 2017-2020 Lemay | Chief Creative Officer, 2009-2017

#### ACADEMIA

Master's Degree in Project Management UQAM 2001 Bachelor in Architecture, University of Montreal 1992

#### HONORS

RAIC Fellow 2020 Young Leader of the Year, Performance Awards ESG UQAM 2005

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L BUSINESS DISTRICTS

## Why are Cities Cores important?

WHAT IN STORE FOR THE CORE : THE FUTURE OF CANADIAN DOWNTOWNS AND CENTRAL BUSINESS DISTRICTS

## Athens -460

## Florence 1450

WHAT IN STORE FOR THE CORE : THE FUTURE OF CANADIAN DOWNTOWNS AND CENTRAL BUSINESS DISTRICT



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New York 1970

#### Paris 1900

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## What Makes Cores Creative?



# density

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## spraw

#### MEDIEVAL BOLOGNA, ITALY

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#### SUBURBIA, USA

#### DANCING TOWERS, PRAGUE

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#### HOUSING TOWERS, HONG KONG

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# serendipity

#### **FLOATING LANTERNS, THAILAND**

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IN STRATÉGIQUE

#### ZOOM, EVERYWHERE

**DROIT** RÉSERVÉS LAAB 2

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# change

WHAT IN STORE FOR THE CORE / THE FUTURE OF CANADIAN DOWNTOWNS AND CENTRAL BUSINESS DISTRI

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## What Makes Cores Creative?

Density. Diversity. Serendipity. Change.

## What is the Future of Cores?

WHAT IN STORE FOR THE CORE : THE FUTURE OF CANADIAN DOWNTOWNS AND CENTRAL BUSINESS DISTRICTS

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## Premise: We Lack a Compelling Narrative.

WHAT IN STORE FOR THE CORE : THE FUTURE OF CANADIAN DOWNTOWNS AND CENTRAL BUSINESS DISTRICTS

## Promise: Start with a Story

#### **UBISOFT STUDIOS MONTREAL**

PROJECT DESIGNED & DIRECTED AS CHIEF CREATIVE OFFICER AT LEMAY (2013)

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## Promise: Build Out from the User.

#### **QUARTIER DES SPECTACLES, MONTREAL**

PROJECT DESIGNED & DIRECTED AS SENIOR PARTNER OF NOMADE

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#### Premise: Our Real Estate is Vulnerable.

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## Promise: Design <u>Systems</u> – not Shapes.

#### ARTIFICIAL INTELLIGENCE CAMPUS, MONTREAL

PROJECT DESIGNED & DIRECTED AS PRESIDENT & CEO OF AEDIFICA

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## Premise: Buildings are Over-Specialized.

AMERICAN DREAM, NEW JERSEY, USA

GENSLER ARCHITECTS

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## Promise: Plan for Platforms, not for Use

#### 1111 LINCOLN ROAD, MIAMI, USA

HERZOG & DE MEURON ARCHITECTS

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# Premise: Our Cores are Unsustainable.

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## **Promise: Champion Nature's Reclamation.**

THE GREENING OF LES CHAMPS ÉLYSÉES, PARIS

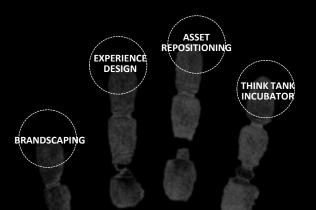
WHAT IN STORE FOR THE CORE : THE FUTURE OF CANADIAN DOWNTOWNS AND CENTRAL BUSINESS DISTRICTS

# What is the Future of Cores? 1. Start with a Story. 2. Build out from User. 3. Design Systems – not Shapes. 4. Plan for Platforms, not for Uses. 5. Champion Nature's Reclamation.

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## *« The best way to predict your future is to create it.»*- Abraham Lincoln, American President.





#### A CREATIVE COLLECTIVE DEDICATED TO TRANSFORMING OUR BUILT WORLD THROUGH THE POWER OF STRATEGIC DESIGN.



