



# Provocations from Montreal



## **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

Email: [mlauzon@laabcollective.com](mailto:mlauzon@laabcollective.com)  
LinkedIn: [linkedin.com/in/michellauzon](https://linkedin.com/in/michellauzon)



A black and white portrait of Ludwig Mies van der Rohe, an older man with a serious expression, wearing a suit and tie. The portrait is partially obscured by a vertical grid pattern that runs across the entire image.

***“We have to know that life cannot be changed by us.  
It will be changed. But not by us.  
We can only guide the things that can cause physical change.”***  
- Ludwig Mies van der Rohe, architect



# Why are Cities Cores important?



# Athens -460

# Florence 1450





# Paris 1900



# New York 1970

# What Makes Cores Creative ?



density

sprawl

**MEDIEVAL BOLOGNA, ITALY**

**SUBURBIA, USA**



# diversity uniformity

**DANCING TOWERS, PRAGUE**

**HOUSING TOWERS, HONG KONG**



# serendipity dispersion

**FLOATING LANTERNS, THAILAND**

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

**Zoom, EVERYWHERE**

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# change

# inertia

# What Makes Cores Creative ?

**Density.  
Diversity.  
Serendipity.  
Change.**





# What is the Future of Cores?

Why



**Premise: We Lack a Compelling Narrative.**





# Promise: Start with a Story.

**UBISOFT STUDIOS MONTREAL**

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





# Premise: Our Cores are Ghost Towns.





# Promise: Build Out from the User.

## QUARTIER DES SPECTACLES, MONTREAL

PROJECT DESIGNED & DIRECTED AS SENIOR PARTNER OF NOMADE

# Premise: Our Real Estate is Vulnerable.



# Promise: Design Systems – not Shapes.

## ARTIFICIAL INTELLIGENCE CAMPUS, MONTREAL

PROJECT DESIGNED & DIRECTED AS PRESIDENT & CEO OF AEDIFICA

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

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# Premise: Buildings are Over-Specialized.

**AMERICAN DREAM, NEW JERSEY, USA**

GENSLER ARCHITECTS





# Promise: Plan for Platforms, not for Uses.

1111 LINCOLN ROAD, MIAMI, USA

HERZOG & DE MEURON ARCHITECTS

An aerial photograph of a dark, cracked asphalt parking lot. Yellow vertical and horizontal lines mark the parking spaces. A single white car is parked in the center. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the main text.

**Premise: Our Cores are Unsustainable.**





# Promise: Champion Nature's Reclamation.

## THE GREENING OF LES CHAMPS ÉLYSÉES, PARIS






# 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.



A black and white portrait of Abraham Lincoln, showing his face from the chest up. He has a full beard and is looking directly at the camera with a serious expression.

**« *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.**





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