

THE

Shuttle

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YORK HERITAGE PROPERTIES IN LIBERTY VILLAGE

In This Issue... Meet your new neighbours at 161, see things in 3 dimensions, toast Moveable's lengthy tenure!



27 years (and counting) in the TCF

By Joe Kotler
 President, Moveable Inc.

Note: This article was supposed to be entitled "Celebrating 25 years in the TCF." That was two years ago, when Jane Siklos, editor of this publication, and I first discussed the idea of an article chronicling Moveable's long tenure in the TCF complex. Well, everyone gets busy (that's a good thing, right?), and before you know it, that headline was a bit out of date! Still, better late than never, so here we go...

In 1983, when Moveable set up shop in a small studio at 67 Mowat Avenue, there was no Liberty Village. There was also no Macintosh computer, no desktop publishing, no Internet. The neighbourhood was a collection of ramshackle warehouses and boarded-up factories, with the Toronto Carpet Factory complex the first attempt to repurpose some of these spaces. It became home to an assortment of small businesses in the creative/commercial field: graphic design studios, photographers, illustrators, architects and typesetters, including a fledgling company called Moveable Type – our original name.

Back then, typesetting was a standalone industry. Designers would send manuscripts and mark-ups to a typesetting shop that would re-key the content, apply style parameters and produce galley's of type on photo-sensitive material. This was all done using expensive proprietary equipment; low-cost desktop publishing systems that enabled designers to handle their own typesetting did not yet exist. But by the early nineties, the typesetting industry had all but disappeared.



Wesley Buchanan,
 Moveable pressman extraordinaire

End of an Era

This rapid transformation was really quite unprecedented. Even buggy whips lasted longer after the invention of the automobile than the typesetting industry did after the advent of desktop publishing. It's hard to imagine today, but typesetting in the eighties was a thriving industry employing thousands of people in Toronto and many more worldwide.

CONTINUED ON NEXT PAGE

27 years (and counting) in the TCF CONTINUED

So how did Moveable Type survive the bloodbath? Well, we saw the handwriting on the wall and took measures to adapt. One thing we noticed was that although designers could suddenly handle their own typesetting thanks to the Mac and programs like PageMaker and Quark XPress, they were not doing it particularly well. They tended to simply flow keystrokes into templates but often did not have the time or inclination to look after the details that make the difference: adjusting line breaks, minimizing hyphenation, improving letterspacing, proofreading, ensuring style consistency, and so on. We felt that we could add value by offering designers a “fine-tuning” service, whereby they could take on the initial formatting as part of the design process, and then hand off to us to provide a finishing service. We would take care of the fussy stuff, and ensure that the typography was top-notch, freeing up designers to focus on the bigger picture.

This approach struck a chord with many designers, especially those involved in high-profile projects like corporate annual reports and art catalogues. It is still the basis of our typesetting service today.

At the same time, we realized that if we wanted to grow as a business, we would have to expand our range of services beyond typesetting and proofreading. We started our transition from a typesetting company to a GASP – a Graphic Arts Service Provider. Over the course of the nineties we added a number of complementary services that graphic designers had to source from outside suppliers: prepress film, high-resolution drum scans, colour laser proofs (which eventually evolved into a full-fledged digital printing operation) and large-format inkjet posters. All of this required more staff and more space. We loved the TCF environment and location, and we were able to expand within the complex, eventually occupying more than 20,000 square feet on the fifth and sixth floors and basement.

Another Sea Change

By the late nineties another change was looming that threatened the survival of our business: the elimination of prepress film from the printing process following the invention of direct-to-plate imaging. By this time, Moveable had become a major player in the prepress film business. We had six imagesetters along with proofing equipment running around the clock. At its peak, this side of our business represented half of our revenue. Once again, we were faced with a tough problem: how to keep our business moving forward in the face of the inevitable disappearance of our main revenue stream. That’s when we made two decisions that have shaped our company to the present day: we expanded our printing operation by purchasing conventional offset presses, and we ventured into the online world by acquiring a talented Web development firm.

Both decisions have been vindicated and today those two initiatives represent the fastest-growing components of our business. In fact, Moveable Online has been so successful that in 2005 it was spun off as a separate company. In addition to collaborating with the creative community on large corporate Web projects, it has also developed and deployed several powerful business applications in the e-commerce and B2B arenas. Its client roster includes such heavyweights as Bell Mobility, Onex, Iridium, Thomson Reuters, Air Miles, Bridgewater Systems, Northland Power, Butterfield & Robinson and many more.



Meanwhile, our printing operation has grown by leaps and bounds. Many TCFers are still unaware that the basement of 67 Mowat is home to a full-service printing operation, complete with two digital presses, two offset presses and an in-house bindery. We are one of the few commercial printers operating in the downtown core; everyone else has set up shop in the hinterlands of Markham, Scarborough and Mississauga. It was thanks to Mike Cruickshank and his team in TCF management that we were able to pull this off. The logistics of running a printing operation out of this building are tricky. Just getting the large Heidelberg press through the door and installed was a major three-day operation. Add to that the need for soundproofing, temperature and humidity control, freight elevator access for paper shipments, adequate power and on and on, and you begin to appreciate the challenges.

Liberty Village is Born

As our business evolved, so did the neighbourhood. More old buildings were renovated and repurposed, high-tech companies moved in, restaurants started to spring up, townhouses and condos were built, and what had been a somewhat rundown industrial neighbourhood in the eighties was transformed into the vibrant and – dare I say – trendy Liberty Village. Through it all, the Toronto Carpet Factory complex has maintained its great character, while at the same time keeping pace, for example by upgrading its power supply and beautifying its exteriors. I think it is safe to say that Moveable will be a fixture here for many more years to come.

Kudos & Accomplishments



A Grandeur View

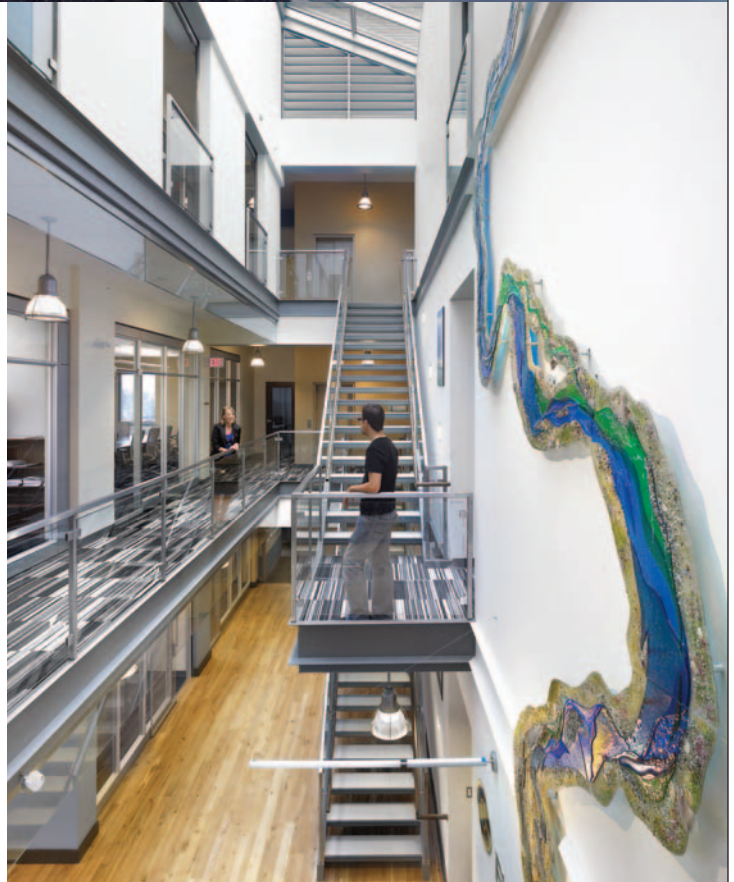
Robertson Simmons Architects Inc. (Suite 300, 1179 King St. W.) has been receiving accolades for its work as team members on the award-winning LEED Platinum headquarters for Enermodal Engineering in Kitchener.

The three-storey, 22,000 square foot office building, A Grandeur View, offers preferred parking for hybrids and carpool vehicles, energy-efficient lighting, landscaping composed entirely of plants native to the region, and a green stormwater management plan. The project also boasts:

- Low-VOC (volatile organic compound) paint and carpet.
- Formaldehyde-free furniture and millwork.
- Daylighting (automatically closes exterior blinds to decrease glare and cooling loads) and occupancy sensors (automatically turn off lights when a room is not in use).
- Use of green power for the minimal amount of electricity required.
- Stone salvaged from a demolished church to clad the building.

In addition, employees are encouraged to appreciate the outdoors through a third-floor terrace and a gazebo on the riverbank as well as adjacent garden plots. Enermodal is also working with the city of Kitchener to extend the Grand River Trail through the property.

“We’re very proud to have been associated with the project – it promises to be the most energy-efficient building in Canada,” says Patrick Simmons, the lead RSA architect.



Local 3-D Wizardry

One of the leading authorities on the new art of live action digital 3-D for both film and commercial use is James Stewart, founder of the Geneva Film Company (Suite 402, 67 Mowat Ave.).

Last year James produced the world's first 3-D public service announcement. Commissioned by the Tema Conter Memorial Trust, the spot aims to help emergency services personnel cope with Post-Traumatic Stress Disorder.

U.S. cinemas are currently airing two 3-D commercials – one for Lexus LFA and one for Sprint, both produced by Geneva. “Right now there are only two 3-D commercials running in the U.S., and we produced them both. It is a great feeling to be at the beginning of this new medium,” said James.

Geneva is also currently at work on their first 3-D animated feature, “Foxed!”.

James began working in 3-D in 2005, so he has had a considerable amount of experience in the rethinking required when directing, staging and blocking while working in three dimensions. “It’s an entirely different process,” says James. “It’s an immersive experience that can take the audience to a place like no other medium. It is like being there.”

There’s no doubt that 3-D technology is here to stay; all of the major Hollywood players have released big-budget 3-D movies recently, and we’re all getting used to wearing the funny looking glasses when we go to the movies!

Television is also on board, with 3-D capability and airing the odd 3-D special. The World Cup was shown on TV and in cinemas in 3-D. What’s next? When is my iPad going to be in 3-D? “This October the 3-D screen for iPad will be launched,” reported James. “Our relationship to the screens in our life is changing forever.”

You can check out both the Lexus and Sprint spots on Youtube.

Lexus LFA 3D spot

http://www.youtube.com/watch?v=7-F_OHHGMik

Sprint 3D spot

<http://www.youtube.com/watch?v=hMyq4MFu9gc>



Kids Dig Sinking Ship's Dino Dan

Continuing their success as children's TV producers, Sinking Ship Entertainment's (Suite 445, 67 Mowat Ave.) latest series, Dino Dan, is a hit in Canada on TVO and is launching on Nickelodeon Jr. in the United States this fall. In addition, Dino Dan (their first scripted live-action/CGI show) is up for a number of awards.

Since joining forces in 2002 following film school at Ryerson, Sinking Ship co-founders J.J. Johnson, Blair Powers and Matt Bishop have been creating, writing, producing and directing some of Canada's most successful children's programs. These include This is Daniel Cook, This is Emily Yeung, Roll Play, The Jungle Room, The Ocean Room, I Dare You, and Are we there yet?: World Adventure. The company also integrates the web world with television by creating related websites and online content in-house.

Dino Dan follows the adventures of 10-year-old paleontologist-in-training, Dan Henderson, an expert on dinosaurs who is able to use his vivid imagination to bring the dinosaurs to life. While Dan is the only one who can actually see the dinosaurs, all of his friends, family and teachers are affected by their presence in his life. Dino Dan is an adventurous and educational series that enlightens as well as entertains.

Sinking Ship shows are seen in over 130 countries on 27 different broadcasters from TV Nanny in Russia and South Korea's C4U to Discovery Latin America. In North America, they're seen on TVO, CBC, Treehouse, Nickelodeon and The Disney Channel.

Sinking Ship is currently busy in production on Season 3 of their popular kids' travel show, “Are we there yet?: World Adventure”, which is shooting in 12 countries around the world.

WTF is Social Media?!




That's a question that Espresso (67 Mowat Ave, Suite 411) goes to considerable lengths to explain to their clients. As a leading marketing agency with expertise in digital, social, experiential and traditional marketing, Espresso has a lot to say on the subject. They've even published a What the F**k is Social Media? leadership paper to much acclaim.

Since moving to the Carpet Factory, Espresso has grown substantially, with over a dozen new hires and a number of new clients, including Carlsberg Canada, Callaway, Pearson, eBay, and Universal. “Our new office space no longer seems so spacious,” says CEO Jacquelyn Cyr.

While Espresso frequently publishes leadership papers and presentations about social media and marketing trends, none is as popular as What the F**k is Social Media?, although Drink 2.0 – about new trends in beverage marketing – runs a close second. Keep informed about everything Espresso is up to through their blog, The Daily Grind (<http://www.brandinfiltration.com/dailygrind>), or by following their team on Twitter @Infiltrators.



Introducing the businesses at 161 Liberty Street!

	<h2>Druxy's</h2> <p>Druxy's is a privately owned national chain of quick-service delicatessen restaurants. They currently operate 48 restaurants and kiosks in major health care facilities, office towers, shopping centres, museums and airports. Reza and Nadia Germifard operate the Liberty Village location. The restaurant is open 5 days a week between 7 a.m. and 5 p.m. and can be reached at (416) 531-0488.</p>
	<h2>Feature Creep Technology Inc.</h2> <p>Feature Creep Technology Inc. specializes in Internet marketing and software development, with a focus on social media applications and web analytics. They are a bespoke shop who uses Agile and Lean methodologies, combined with mainly OpenSource technologies to engage users innovatively. For further information, contact (647) 436-3862 or www.featurecreeptechology.com.</p>
	<h2>Mike's Liberty Grill</h2> <p>Mike and Sally Deokaran are the proud owners and managers of Mike's Liberty Grill. Mike has worked in the restaurant business in the Liberty Village neighbourhood for over 12 years. Opening his own restaurant in the area is the fulfillment of a lifelong dream. They take particular pride in offering menu selections with ethnically diverse flavours.</p> <p>The Grill offers all-day breakfast, fresh daily salads and a full grill menu 5 days a week between 7 a.m. and 5 p.m. They offer a daily hot plate and will provide customized catering, including take-out dinners, upon request. Mike or Sally can be reached at (416) 536-4444 or mike@mikeslibertygrill.com.</p>
	<h2>Power Yoga Canada</h2> <p>Power Yoga Canada offers Vinyasa-Baptiste-inspired hot yoga classes for all levels. They also offer prenatal yoga, mom and baby yoga, Jam classes (yoga classes taught to music) and kids' yoga. Owners David Di Giorgio and Toni Grates have experience working with corporate clients to develop custom programs and retreats for groups of varying skill. For more information, please visit www.poweryogacanada.com or call (416) 531-YOGA.</p> <p>ACTRA/CAEA members receive a 10% discount. Police, firefighters and EMT receive a 20% discount.</p>



You may have noticed (or perhaps it's so well-camouflaged you missed it!) the latest addition to the benches in the area for the LVBIA BENCHmark Program. Located in front of School Bakery & Café, the bench, entitled Camouflage, is in memory of Susan Caiger-Watson. Susan is the late wife of Chris Fraser of the Liberty Village BIA and Moveable Inc. (Suite 502, 77 Mowat Ave.). The artist for the bench was Anthony Koutros.

The final two benches in the program will be unveiled in October, bringing the total number of neighbourhood art benches to 20.

Green IT Solutions from Softchoice

Softchoice Corporation (Suite 200, 173 Dufferin St.) has developed a Green EchoTech Assessment that will assess your IT infrastructure and operating policies in comparison to the industry's leading green best practices and technologies. The idea is to cut IT operating costs while reducing your environmental impact. The assessment is free of charge and provides you with a report highlighting the largest opportunities for environmental improvements in your organization over the near and long term.

Softchoice also recently won Gold at the Computer Dealer News Channel Elite Awards for Green IT Solution of the Year in recognition of the company's efforts to create the world's first fully-searchable green IT products listing. Softchoice has made it simple for organizations to search and compare thousands of the world's most environmentally friendly laptops, PC's, printers and servers.

"Our focus on sustainable IT is a multi-pronged strategy involving close partnerships with some of the industry's leading innovators," says Softchoice's Sustainability Programs Manager, Melissa Alvares. "The progress we've made is due in large part to the synergies we've achieved by working with so many like-minded organizations."

For more information about an assessment, please contact Melissa directly at (416) 588-9002 ext. 2244.

Bullfrog Power

We'd like to remind you that if you're a business at the Toronto Carpet Factory you have the option of switching to Bullfrog Power™ in your suite. If you sign up, you continue to draw your power from Ontario's electricity grid in the same way that you always have; there's no need for any special equipment or wiring. Bullfrog injects as much green power into the grid as you take out, and 100% of your electricity dollars supports renewable power.

Bullfrog Power™ is a leading Canadian green power provider. Bullfrog sources power exclusively from emission-free sources, such as wind and low-impact hydro generators, and provides businesses, non-profits and consumers with a new way to support renewable power. Choosing clean, renewable power will reduce our carbon footprint, help clean up our air quality and support the development of renewable energy.

We've chosen to use Bullfrog Power for our corporate office (Suite 340, 67 Mowat Ave.) and the management office and Resource Centre (Suite 100, 67 Mowat Ave.) at the Carpet Factory with 100% green electricity. A number of other businesses have also chosen Bullfrog including Allsteel, Robertson Simmons Architects and IndEco Strategic Consulting.

For further information, please contact Bullfrog at www.bullfrogpower.com or 1-877-360-3464.



Design Build Opportunity in Liberty Village

As you may have heard, York Heritage and its partner, Adgar Investments & Development Inc., have plans to construct a building on a Liberty Village site bound by Liberty, Fraser and Mowat at 42 Fraser Ave. The building will provide more than 300,000 square feet of office space on floor plates of up to 30,000 square feet.

Plans include many of the amenities found in our existing buildings that help to attract and retain employees – a campus-style environment, operable windows and high ceilings.

Call us at (416) 484-1250 if you'd like to learn more.



TORONTO CARPET FACTORY

The Shuttle is published for the Liberty Village community by York Heritage Properties, owner/manager of the Toronto Carpet Factory, York Liberty Buildings, 2 Atlantic Ave. and 161 Liberty Street.

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John Zsolt

This issue is dedicated to the memory of John Zsolt, the founder of Space Database (Suite 446, 67 Mowat Ave.) who passed away suddenly a year ago. John was a dynamic and successful entrepreneur, and we continue to miss his larger-than-life presence at the Toronto Carpet Factory.



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