

An HBC  
Branding/  
Public Art  
Proposal for  
2 Bloor St. E.

FolioCreative  
AND PARTNERS

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Nestor Golets  
FolioCreative + Partners

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# THE CORNER

IN TRANSITION

The Bay department store in the Hudson's Bay Centre at Two Bloor Street East anchors the eastern end of the upscale Bloor-Yorkville shopping district known colloquially as The Mink Mile. It is the only full-service retailer of its kind in midtown Toronto.



Construction of the Hudson's Bay Centre and neighbouring towers in the early 1970s marked a dramatic modernization of the Bloor-Yonge intersection. More recent facelifts to the Centre boosted The Bay's retail experience. Enhancements to the streetscape added to the pedestrian-friendly nature of the area. And development continues unabated at Bloor and Yonge, with the construction of two new condominium and multi-use towers: One Bloor East and The One on the southwest corner, slated to rise to 85 storeys.

Such rapid intensification presents enormous opportunity and challenge to The Bay at Two Bloor East. The huge influx of residents and visitors drives revenue potential, a fact not lost on nimble competitors who beckon shoppers with tall, shiny, open glass frontage. By contrast, The Bay is confined by the legacy of its unwelcoming, back-to-the-street, brutalist '70s architecture and a multi-storey, block-long blank wall. Yet even here, there is opportunity. Short of turning the inside out, there is another, affordable solution...

As The Bay continues to rebrand itself as Hudson's Bay, harking back to its historic roots, we propose using the wall as a canvas for a large, attention-drawing sculptural installation that is one part brand identification, and one part public art, inspired by a unique HBC product: the iconic Hudson's Bay Point Blanket.



# THE CONTEXT

WHAT'S OLD IS NEW



HUDSON'S BAY  
CAPOTE  
by Anita Burnevik



HUDSON'S BAY  
CONVERSE  
by Jack Purcell



HUDSON'S BAY POINT BLANKET UPHOLSTERY  
Teak frame designed by Ib Kofod-Larsen



HUDSON'S  
BAY  
HOODED  
JACKET  
by Smythe



## THE CONCEPT

### FIXED MOTION

The idea is simple but powerful: a freeform rendering of the multi-colour Point Blanket stripes executed in light-weight rigid aluminum, with a durable, easy-to-maintain polyurethane finish.

The laser-cut aluminum stripes, projection mounted on the wall, would also have a subtle three-dimensional undulation to enhance highlights and shadows for even greater visual depth.

The Bay logo and gothic wordmark, in constant use at this site for decades, would simultaneously be replaced with the new Hudson's Bay wordmark being rolled out in other locations.

The piece is at once an instantaneous brand identifier with an exceptionally pleasing sculptural aesthetic particularly visible from the Bloor-Yonge intersection.

*Southwest facing entry elevation, stripe dimensions 36' wide x 13'-18' high (variable)  
West facing wall elevation, stripe dimensions 30' wide x 13'-18' high (variable)*



## THE CONCEPT

RECLAIMED SPACE

The south facing elevation along Bloor is currently an expansive void that alienates life along that stretch, almost unimaginable for being just steps from one of the busiest intersections in Toronto.

Suddenly, the stripes introduce vivid colour and energy that could be a catalyst for re-purposing the ground level for a restaurant, patio space, HBC gallery/shop and additional retail opportunities.

*South facing wall elevation,  
stripe dimensions 260' wide x 13'-18' high  
(variable)*

# THE CONCEPT

DEFINED, REFINED

The eastern portion of the facade will soon be punctuated by a modernized makeover of the entry to the Marriott Hotel, complete with an exterior elevator leading directly to a rooftop bar. Together with the HBC Point Blanket stripes and potential new enterprises at ground level, the effect breathes life and gives new-found definition to the street. The desultory becomes Destination.

*Westerly view of facade with Point Blanket stripes, new retail opportunities and Marriott Hotel entry makeover in foreground*



# THE CONCEPT

ONWARD, UPWARD

Few companies are gifted with the kind of globally recognizable iconography of the Hudson's Bay Point Blanket stripes. In product application they have provided inspiration to designers of everything from high fashion to housewares, cars to canoes. Reinterpreted in sculptural form, they are an unrivaled brand messenger for the rejuvenation of the Hudson's Bay department store at Two Bloor Street East as the eastern gateway to the Mink Mile.



# FABRICATION

POETRY IN METAL

## PRE-PRODUCTION DESIGN PROCESS

The design concept is interpreted using SolidWorks, a solid modeling computer-aided design (CAD) and computer-aided engineering (CAE) drawing program. The full set of shop drawings are Engineer-stamped to meet all specifications and standards for the application.

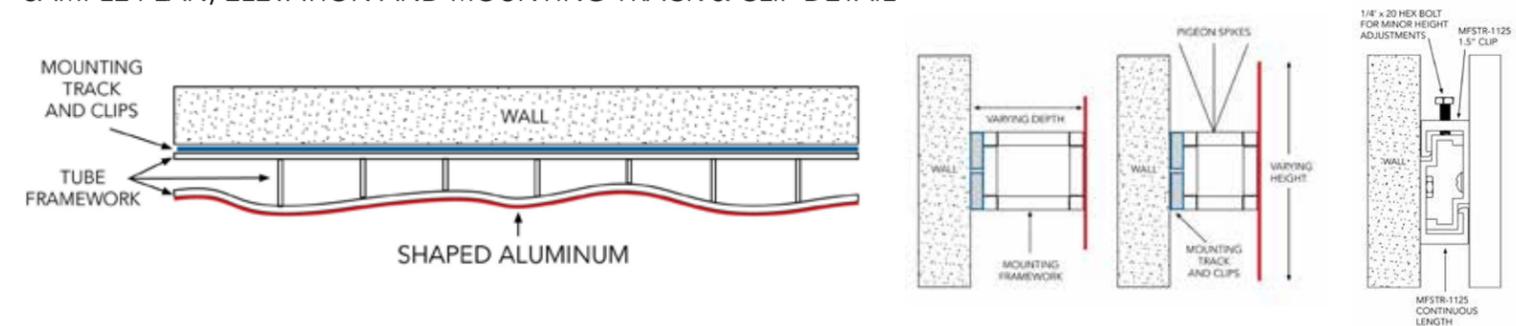
## MATERIALS

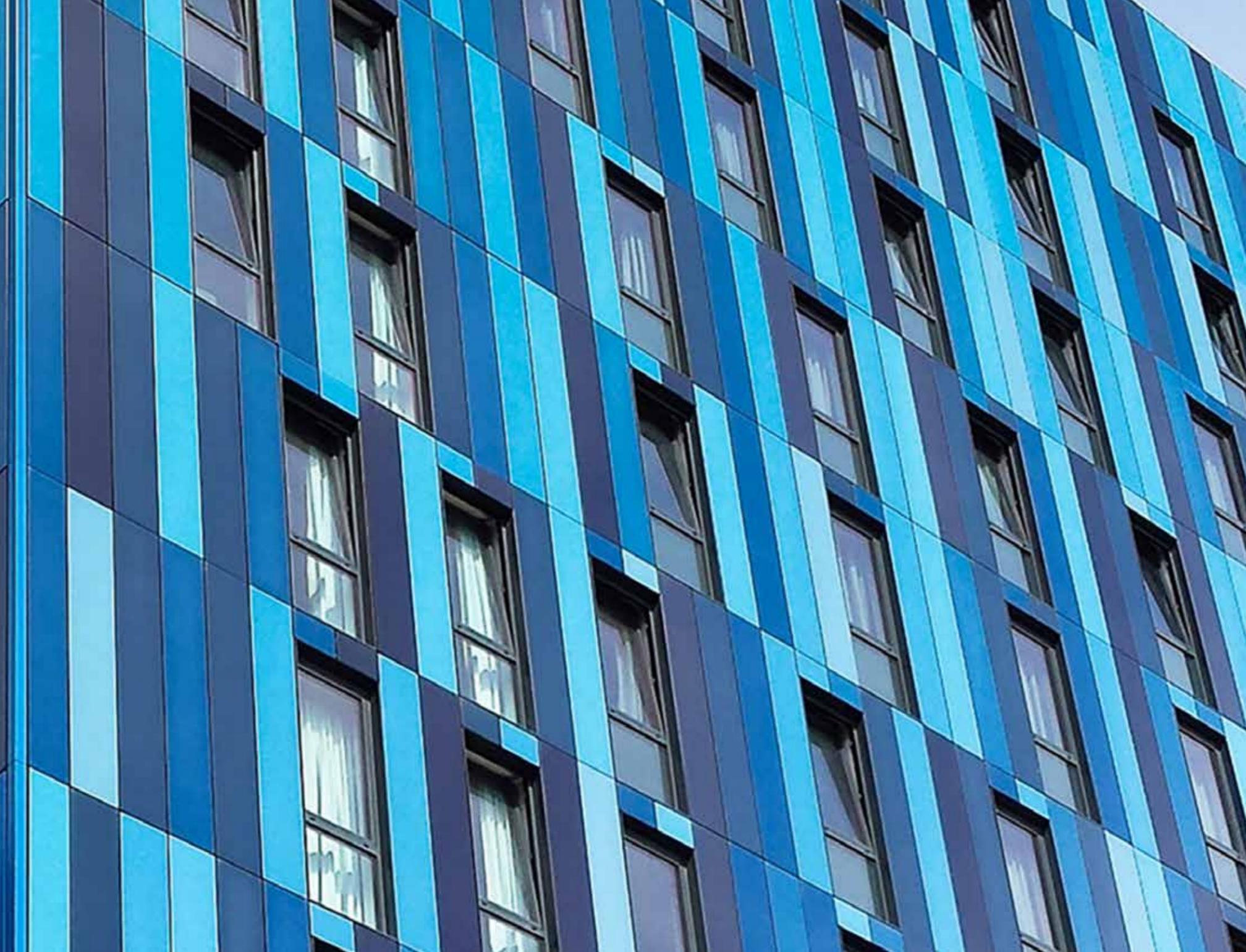
6061 Aluminum is a non-corrosive, hardened aluminum alloy, heat treated to increase yield strength. It has good mechanical properties and weldability. For this application, the sheet thickness is 4 mm.

## PRODUCTION

The aluminum sheet is laser cut, mechanically shaped and stud welded to a supporting framework of 6061 custom mounting tubes and attached to the wall with aluminum track and stainless steel fittings.

## SAMPLE PLAN, ELEVATION AND MOUNTING TRACK & CLIP DETAIL





# FINISHING

## TOUGH AND RESILIENT

### MATERIAL PREPARATION

Degrease aluminum substrate with Protec R123 Wax & Grease Remover and Scotch-Brite industrial abrasive. Prime with 426 Etch Pro epoxy resin-based etching primer with excellent adhesion to metal surfaces, pigmented with chromate-free anti-corrosive agents to maximize corrosion protection.

### COATING PRODUCTS

PPG 625 Polythane Commercial Performance Coating is a high performance, re-coatable acrylic polyurethane enamel with superior opacity. It is used in atmospheric conditions where gloss and colour retention, hardness and abrasion resistance are required. PPG 625 Polythane is available in matching HBC colours.

PPT (Polyurethane Topcoat) is a two component, non-yellowing, acrylic modified polyurethane used for the ultra-violet protection of surfaces exposed to weathering and where a cost-effective, durable gloss topcoat is required.

### PEST CONTROL

Pigeon spikes are an effective, humane deterrent to roosting pigeons by making it impossible for them to land. The blunt-tipped steel spikes mounted on a clear flexible track would be installed along the length of each stripe (total 1300 linear feet). Available in several widths, the non-reflective metal finish does not detract from architectural features and install height makes pigeon spikes virtually invisible from the ground.

G17 Mint Green

R13 Signal Red

Y26 Homebush Gold

B11 Rich Blue

# LOGISTICS & INSTALLATION

GETTING THE DETAILS RIGHT

## PERMITS

Two City of Toronto permits will be required for this installation at Two Bloor Street East, responsibility for which rests with the contractor:

- 1) Street Occupation Permit from Transportation Services, Right of Way Management Office to meet:
  - all requirements for labour certification, liability insurance for persons and property
  - all necessary measures for public safety, site protection and continuous public access to the building/subway entrances (fencing, scaffolding, cranes, swing-stage, signage, pedestrian traffic management, paid-duty police security)
  - all requirements for installation: time of day, noise restrictions, deliveries and debris cleanup.
- 2) Signage/Building Permit confirming that:
  - the engineering plans and construction work meets the requirements set out in the Ontario Building Code, and complies with the Sign By-law (this project would likely fall in the Signage category, as opposed to Public Art)
  - the contractor is licensed, bonded and insured for the work.

## PRODUCTION SCHEDULE (24 weeks total, some activity overlap)

PHASE 1: Pre-production, engineering (6 weeks)

PHASE 2: Fabrication (16 weeks)

PHASE 3: Coating, finishing (3 weeks)

PHASE 4: Installation (3-4 weeks, depending on conditions)





# ESTIMATES

## PRE-PRODUCTION

Design, modelling  
Engineering, certification  
Prototyping

## MATERIALS

6061 Aluminum (4 mm sheet and tubing)  
Mounting bracket system, hardware  
Prep, coating products  
Pest control

## FABRICATION

Laser cutting, forming  
Welding, assembly  
Coatings, finishing

## INSTALLATION

Permits (street occupation, signage), insurance and surety  
Labour  
Equipment (e.g. crane or swing stage)  
Security (paid-duty police)

## CREATIVE / PROJECT MANAGEMENT

TOTAL (Inquire)



1. Blowup, monthly magazine (publisher, art director); 2. Explore Ontario, *Globe and Mail* travel supplement (creative director); 3. StreetCity documentary film title (art director); 4. Colour of Fire (marketing director, exhibition designer, catalogue creative director); 5. GoodlifeStyle, *Globe and Mail* men's lifestyle supplement (art director); 6. China Experience, The Bay advertising campaign (art director); 7. Cosmetic bag, The Bay (art director).

## FolioCreative

Nestor Golets is the owner and versatile, award-winning Creative Director at FolioCreative, a Toronto-based design consultancy. He is the creative mind behind the Hudson's Bay Branding/ Public Art Proposal for Two Bloor Street East.

Over the past 40 years, Nestor has enjoyed a diverse and successful creative career in magazine and newspaper publishing, advertising, corporate communications and arts management.

He has worked for Canada's leading consumer magazine and newspaper publishers: Telemedia, Maclean-Hunter, Rogers Publishing and *The Globe and Mail*, specializing in the creation of custom publications for blue-chip advertisers in financial, fashion, automotive, travel and lifestyle categories.

In the '80s, Nestor was Advertising Art Director for The Bay in Québec and led a creative and production team responsible for all of The Bay's print advertising in the province, including several major campaigns: The China Experience (a retail partnership first in Canada) and Couturiers Québécois; and winning industry awards and numerous accolades in campaign and packaging categories.

Nestor's creative strengths combine compelling design concepts with polished production and project management expertise, all underpinned by a relentlessly strategic vision and commitment to fulfill client objectives and maximize audience response.

[foliocreative.ca](http://foliocreative.ca)

## PUNCHCLOCK METALWORKS

ARCHITECTURAL FABRICATION, ART FABRICATION

The three, highly skilled partners at Toronto-based Punchclock Metalworks have a combined 60 years hands-on experience in the custom architectural fabrication industry.

They collaborate with architects, designers, artists and regulating authorities to design, build and install a wide range of commercial and residential architectural features and furnishings, decorative landscape metalwork and large public art projects.

The Punchclock team and their three staff manage and control projects with meticulous attention to detail, and are not limited by complexity, scale or materials. They bring their experience and know-how to fabricate and install elaborate projects within competitive budgets and demanding timelines.

Founded in 2010, Punchclock has designed, managed, built and installed architectural and public art projects for clients around the world, from Toronto, Montreal, Vancouver and New York, to Dubai, Macau, Barbados and Bahamas.

Punchclock Metalworks is a fully certified, licensed, bonded and insured manufacturer and installer.

*Labore est orare. To work is to pray.*

[punchclockmetal.com](http://punchclockmetal.com)



The Eddy, Willingdon Linear Park, Burnaby, BC  
Jennifer Marman + Daniel Borins, artists; James Khamsi, architect



Feature curved wall, L-Tower lobby, Toronto  
Daniel Liebeskind, architect; Diane Marie, artist



The Delta water feature, Willingdon Linear Park, Burnaby, BC  
Jennifer Marman + Daniel Borins, artists; James Khamsi, architect

## FolioCreative

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