





Committed to Design EXCELLENCE

Leaders in architectural and urban design, Baird Sampson Neuert Architects is an award-winning firm based out of Toronto, Ontario. Since being founded in 1972 by George Baird, the firm quickly gained a reputation for their commitment to design excellence, their creative research, and their innovative approach to urban design. In 1982 and 1998, the firm expanded by adding Barry Sampson and Jon Neuert as principals, respectively. As elected Fellows of the Royal Architecture Institute of Canada, the three principals have a proven track record of success and unrivalled experience.

Over their 43 year history, BSN have created an award-winning portfolio with a wide va-

riety of projects for both public and private sector clients. Their architectural and urban design projects have included: research centers, conservatories, museums, libraries, waterfront centers, educational facilities, public parks, in addition to housing projects.

BSN have undertaken urban design projects for a range of communities across Canada. Such as: Montreal, Vancouver, Regina, Winnipeg, Kingston, Oshawa, Etobicoke, Mississauga, and Aurora. Within their home of Toronto, the firm has completed high-profile urban design projects that include: Royal Botanical Garden, the Toronto Brickworks and Ann Tindal Park at Harbourfront. In fact, BSN were early innovators of urban





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design in Toronto, the firm being responsible for the creation of the first urban design guidelines for development in Toronto.

On each project, BSN strive to ensure the highest quality of work possible, and that begins with strong communication between the firms' Principals and the clients, as well as their staff of 10, says Principal Jon Neuert. "We're very focused on having a high level of partner involvement in every project, which is one of the characteristics of our work, our approach to staffing , and interacting with our clients."

The open lines of communication are well-established within the firm itself. At BSN, the studio environment lends itself to learning experiences and a team-oriented atmosphere, which in turn helps to keep their team engaged with their work.

"Our model is studio based," says Neuert. "We're not a corporate model where we're subdivided, we establish core teams that go from the beginning of a project through to its delivery. We like to expose our people to everything from pre-design all the way through to contract administration."





"It builds employees understanding both of what we're trying to do as a firm, and also what the relationship between design production drawings and construction means." Neuert continues

"It also facilitates a sense of ownership and engagement in the work that you don't get from a more compartmentalized delivery model that you find with larger firms," adds Barry Sampson, Principal of BSN. "It allows people to be holistically engaged with the project, which is really key to delivering excellence."

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In addition to their focus on building strong relationships with both clients and staff, BSN are just as focused on working cohesively with their suppliers and subcontractors, as Neuert says, "We work extensively with suppliers in the design phase of the project to try and troubleshoot technical issues, and to make sure that when we're trying to advance an area of innovation that it's being supported by the level of capability that exists in the industry. That's a key aspect of our working method."

"We seek to work and collaborate with other



professionals who have a similar interest in design excellence," Neuert continues. "As a result, some of our teams have people drawn together from very remote locations. We work with Transolar out of New York on a lot of our advanced sustainability projects, we also work with consultants from the Prairies, to Quebec, to deep in the United States."

and an American Institute of Architects Honour Award. On what award success represents for BSN, Sampson says, "Awards mean a lot to us because they are a peer-based evaluation of our work in relation to other firms, and they indicate whether we're working at as high a level of excellence as we intend."



INDUSTRY-RECOGNIZED LEADERS

In their more than four decades of service, BSN have accumulated numerous awards and accolades for their projects. Including some of the most prestigious national awards such as three Governor General's Awards in Canada, which recognize design excellence,

"We seek awards both in areas of technical achievement as well as design achievement, because one of our objectives is to achieve high levels of system performance and integration," explains Sampson.

In 2011, BSN won the Architecture Innovation Award (Science) from the Royal Archi-





architecture Institute of Canada for their work on the massive 420,000 square foot Agri-Ecology Campus, a project for the University of Guelph. The innovative endeavour connects several disciplines; agriculture, ecology and bio-engineering, and BSN brought their focus on sustainability to the project. The 'closed resource recovery' approach they used for the project eliminates waste generation through material cycling, novel co-product development, and bio-based renewable energy.

"Innovation is really core to our work," says Neuert. "As a result, our work has been widely recognized by our peers in the form of awards. One of our most significant recent innovations had to do with our work for the Mission 2050 Agri-Ecology Campus for the University of Guelph, which in 2011 won the Royal Architecture of Canada Innovation Medal."

"It proposed an agricultural campus where there was active research into the areas of crop production, animal food production, and horticultural and veterinary sciences all integrated within an idea of a closed resource recovery model. It was a very intensive project, we had experts from all over North America around working with us on that project."

At the 2014 Canadian Green Building Awards, which recognize the most exemplary sustainably-design projects in Canada, BSN were recognized for their work on the Goldcorp Mining Innovation Suite. The project is an addition to unused attic space of the historically designated 1904 Mining Building on the University of Toronto's Downtown campus. Accommodating 100 undergraduate engineering and 24 graduate





students, BSN worked within the existing profile and structural bay system while integrating the new space and HVAC systems. In addition to utilizing an application of 25mm of spray foam insulation on the inner face of the masonry which doubled the thermal performance of the wall from R4 to R10.

While introducing the advanced sustainability systems and improving energy efficiency, it was important to retain the integrity of a significant historic structure. Something which BSN demonstrated tremendously.

THE FUTURE

Next on the horizon for BSN is an Eco-Housing project in collaboration with the City of Yellowknife, with the goal of demonstrating their innovative building design, setting an example for further housing developments.

"It will create a new standard for northern multi-unit housing," says Neuert. "It's a carbon neutral project that we believe will be the lowest energy footprint of any housing throughout both North America and Europe. It has very, very high energy reduction standards associated with its design. It's a modular design approach, the components will be fabricated, shipped by barge to Yellowknife and assembled on site."

On what sets Baird Sampson Neuert Architects apart from their competition, Sampson stressed the unique method of approaching projects, as well as the personalized touch you simply cannot replicate with a more corporate firm.

"We look at projects from a perspective that tries to integrate the project at the most holistic level," Sampson explains. "From urban design to the sustainability aspects and social dimensions."

"We really provide a hands-on partner driven relationship that explores the project in a way that's more fundamentally more connected to client than you get from a corporate delivery model," he concludes.

Baird Sampson Neuert architects