

CHERISH THE SUN

PETER BRIGGS

CORVUS DESIGN

ENG_

HAVING A PRACTICE in the North, we're tied into a unique market that focuses on the local. In our communities it's not unusual to see hockey teams that are sponsored by local design firms. This isn't so much marketing as community participation – yet I imagine that it might be the strongest form of marketing. People see you as a part of the community and place value on that. As a young firm, we do our best to support our communities whether through pro-bono work, charitable contributions or our annual end-of-year holiday greeting.

When December rolls around and the mail begins to bring us a variety of cards and greetings, the ones that we appreciate the most are those in which we can see individual effort. A few years ago we began to receive digital versions of seasonal greetings, and many were quite clever. We decided that we would produce our own greeting, and take the opportunity to support local artists. With that in mind, we commissioned an artist to craft us an original artwork that focused on our firm...or more precisely, on our raven, Tim, who is the inspiration for our logo. (Corvus Design has its roots in *Corvus corax*, the Latin for raven. We chose the raven for a number of reasons, but mainly because the raven has a cross-cultural reputation as being the trickster, and he released the sun. In the North, we cherish the sun.) Our goal was to help a local artist gain some exposure and to brand ourselves as being creative and community-minded. At the same time, we were sharing something unique and interesting. We see success in this through the emails we receive back, which recognize how cool this is! (We're proud of the idea and the artwork.) We regularly get requests for prints of the artwork. That's our next step, working with the artists to release a limited edition of the art as a way to say thank you to our clients and associates.



THE 2010 RAVEN, BY PAT RACE | LE CORBEAU DE PAT RACE, 2010
<http://corvus-design.com/happyholidays2009/>
<http://corvus-design.com/happyholidays2010/>

A RESTORATIVE NOEL

PETER SOLAND

URBAN SOLAND (CIVILITI)



*Restorez-vous
et fortifiez-vous
pendant les Fêtes!*

RESTAURATION ET MISE
EN VALEUR DES VESTIGES
DES FORTIFICATIONS DE
MONTREAL AU CHAMP-DE-MARS

URBAN SOLAND, L'ARTISANAL À L'ÉCHELLE
URBAINNE, EST LE PREMIER BUREAU D'ARCHITECTURE
PAYSAGÈRE, D'URBANISME ET DE DÉVELOPPEMENT
DURABLE EN AMÉRIQUE DU NORD. LE
BUREAU EST LE BÉNÉFICIAIRE DE LA VILLE DE
MONTREAL, EN VUE DE LA CONSTRUCTION DES
FORTIFICATIONS ET DE LA CONSERVATION
DU PATRIMOINE HISTORIQUE ET DES
ÉCOSYSTÈMES URBAINS ET PRÉRIES.

URBAN SOLAND
PAYSAGES URBAINS

URBAN SOLAND'S GREETINGS FOR 2011 AND 2012

ENG_

FINDING THE PICTURE that can capture a year's worth of work... selecting a project that will illustrate your firm's professional practice... finding the right phrasing to bring to life both the Holiday spirit and the playful side of the season... coming up with a smart word play about the project and its meaning... these intellectual processes all come into play when creating a Christmas card. In our case, we also wanted to illustrate how public space can be at the heart of urban celebrations. A user-friendly public place invites the community to take ownership of the site, and underlines the importance of urban landscapes in people's daily lives. For our company, one project stood out: the restoration and development of Montréal's fortifications. This site in the geographical and historical heart of Montréal is by far our most highly visible urban intervention. While selecting the site was easy this year, we know from experience that selecting a picture can be more difficult. This time, we were lucky! A group of young people were hanging out near the site and in a serendipitous moment, one young woman stopped in front of the wall and struck a pose, mere meters in front of me. She looked so natural that I took her picture, asked for her permission to use it, and voilà! Although this urban landscape is over 200 meters long, and its stretched-out form conjures up urban defence sciences, this close-up shot is an image of serenity. The photo at the same time manages to convey the scale and materialness of the work: ancient stone, contemporary coping and accidental lighting. Adding a Christmas hat is just a way of reassigning the picture's meaning. Finally, a few key words illustrate how human language and constructions are intimately related. This picture sums up a vision of the city in the Holiday season.

info@urban-soland.com