MOLSON HUB FOR THE CREATIVE COMMUNITY//

The architecture in old Montreal is coloured with local building materials that give the area a distinctive appearance. The old port is decorated with the various tones and textures of limestone and red brick, sourced from nearby quarries such as Miron and Francon and in the region of Verdun to name a few. Over time people stopped mining stone from the quarries, and they became obsolete. These quarries changed functions multiple times and ultimately have lead to master plans that include commercialisation plans as well as public parks. As a thought of material as a process we can look at this as an example of a cycle that material can also undergo. Extraction and revitalisation. For the Molson Brewery, this became a concept that has the potential to preserve the identity of place, educate visitors and revitalise the old port of Montreal.

MAPPING OF MONTREAL & MATERIAL SOURCE

PRECENDENT SKETCHES

Garage screen cinema
Belle la Friche de Mai

Garage screen cinema opens completely to the exterior. only a frame supports the roof and curtains are drawn once there are performances or movies playing.

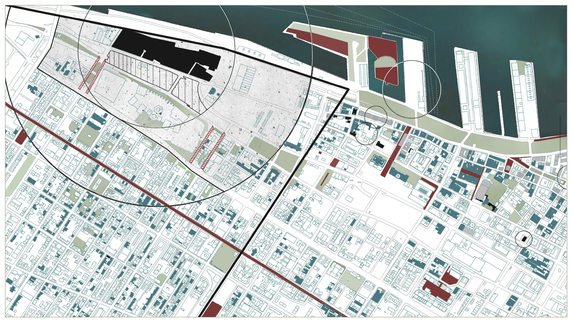
Side view of the theater shows the simple space which has a lot of potential to accomodate many people.

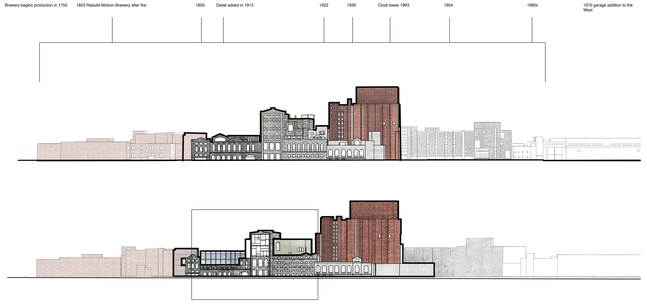
Friche belle de Mai includes an arts building which simulates past public spaces to attract visitors

The roof becomes a very large public space intended for multi-use spaces and open programming.

Smaller difficult spaces to program were tranformed into very public spaces such as dance studios and skate parks etc..

SITE PLAN





PRECEDENT

https://www.index-design.ca/article/le-parc-frederic-back-une-rehabilita-tion-tout-en-douceur

Large view of the Molson Tower against the cityscape

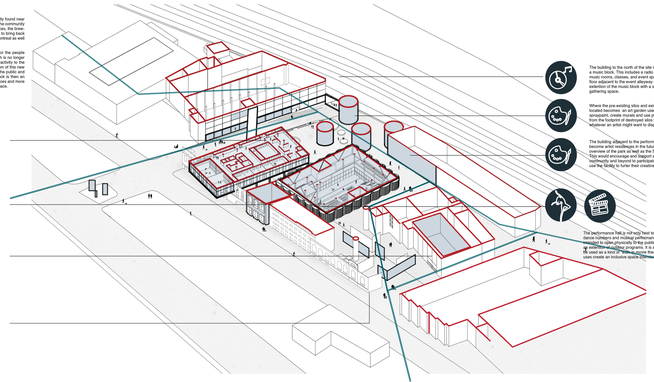
View of the Molson Brewery from the bridge

PROGRAM & CIRCULATION

Circulation

The hub for the creative community acts as a continuation of the programs and activity found near the port of old Montreal. Host to various indoor and outdoor activities, the port attracts the community to enjoy the waterfront. With this in mind as well as observing nearby community spaces, the brewery hub is envisioned to become a space where the public can host and attend a wide range of events, some of the events or spaces which were once a vibrant attraction for the people of Montreal as well as understand the current programs of buildings or community centers around.

The programs derived from the Molson theater which was once a main attraction for the people of Montreal and which once contributed to its success and growth. This theater which is no longer functional, has the potential to be revitalised and become a hub for the community as well as the people of Montreal and many theaters surround our site. With this in mind, the program of the new site invites the community to participate in artistic endeavors by opening its doors to the public and creating a space where people can learn, share knowledge and grow. The site will act as an open hub for creatives in the area. Membership,s classes, rentable spaces, public spaces and more are all implemented to create the most inclusive art community possible in this one space.



The glass building consists of a performance art/ dance and visual arts block. There are rentable studios, art rooms, small art gallery, dance studio, costume shop, costume studio, photography studio , photography exposition and display cases.

The existing block infront of the performance building becomes a center for administrative offices for those working and managing the hub and rentable offices which provides place for community members that may not have access to private offices otherwise etc.

Future possibilities for the molson tower include creating a desing school intended to attract creative minds and support local and other artists.

Where pre-existing buildings stood, sculpture gardens are created to evoke a memory of place as well as create multi-use public spaces. The gardens are intended to create accessible area for art gallery space, performances and reflection spaces open to visitors and pedestrians who come to the site.

The building to the north of the site is programmed as a music block. This includes a radio station, rentable offices, music studios and a music store. Located at the bottom floor adjacent to the event alleyway which is an extention of the music block with a stage area and large gathering space.

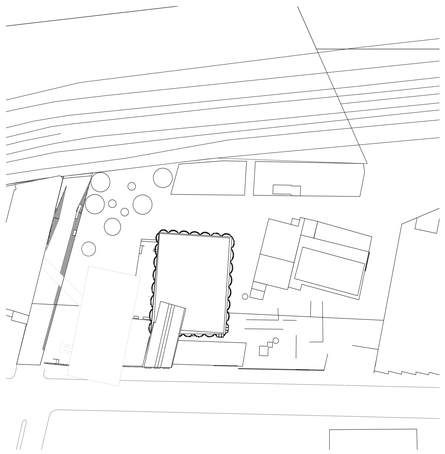
Where the pre-existing silos and existing silos are located becomes an art garden used for artists to spraypaint, create murals and use platforms created from the footprint of destroyed silos for music / art or whatever an artist might want to display and explore.

The building adjacent to the performance block can be programmed for hotels, cafes, bars etc. to take in the overview of the park as well as the St Lawrence River. This would encourage and biagent artists from the music block to interact with the people in the arts and use the facility to further their creative paths.

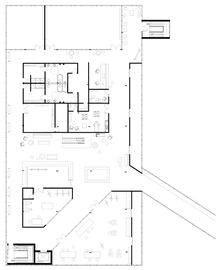
The performance hall is not only host to theater events, dance rehearsals and musical performances. It is designed to be flexible in order to host a wide range of performance/ theater programs. It is also intended to be used as a kind of "drive in movie theater". Its various uses create an inclusive space for the community.

1:500 SITE PLAN

The spacial organisation of the new design derives from creating links to the past and reinterpreting them into the present. Lines were drawn from the disapeared neighbourhoods and links to the surrounding context to create spaces that reflect the history behind the development of the site. from these shapes, the introduction of public spaces are implemented to bring awareness and invite the public to reverse the repelling historical events.



1:200 LEVEL 1



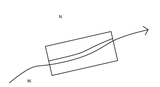
1:200 LEVEL 2

EVENT SPACE/ ALLEYWAY RENDER

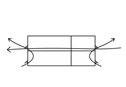
PASSIVE INTENTIONS

Since the site consists of many large buildings some of the site consitions would repel public activity. The intentions are thus to create a comfortable place for visitors and people inhabiting the buildings. By opening up certain areas on the site, the possibility of creating the comfortable areas becomes more evident.

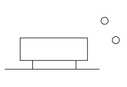
Implementing concrete floors allows the southern and western sides of the building to generate comfortable spaces through the collection and release of heat obtained through these masses from the sun.



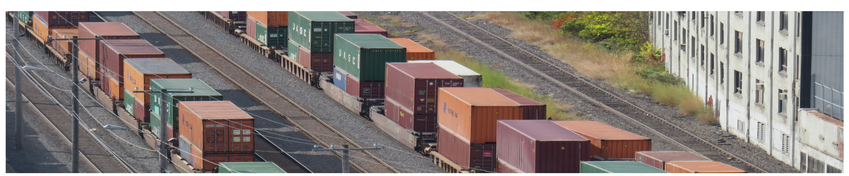
By orienting the building in the direction of prevalent winds, this creates an opportunity to use natural ventilation and create well ventilated spaces.

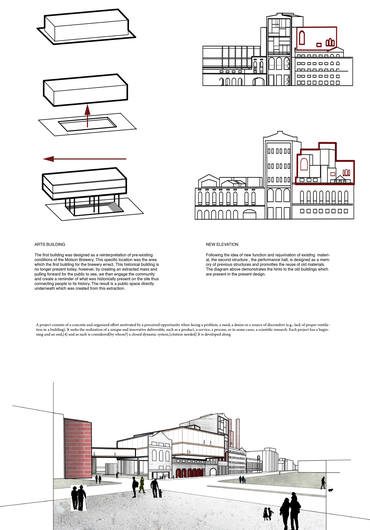


Multi-level openings would allow air circulation from floor to floor, creating a naturally-ventilated space for the dance studios etc.

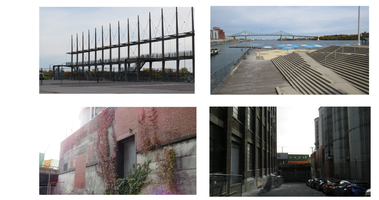


The performance block creates an overhang above the complete glass facade and creates shading during the summer months and allows winter sun to penetrate in colder months. This also creates people on the site and creates public space outdoors.





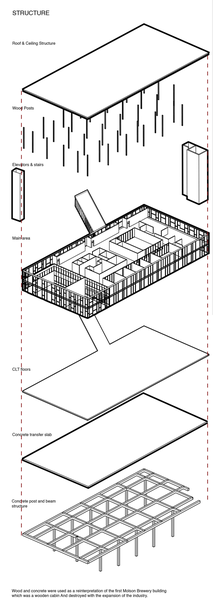
EXTERIOR VIGNETTE OF OVERHANGING ARTS BUILDING



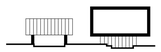
ON SITE INSPIRATION

These photos taken on site at the Molson Brewery are used as inspiration for the design of the creative community hub. These images are remnant spaces or p evidence of pre-existing structure. With the idea of preserving the identity of place through material extraction and rejuvination, these unique characteristics depict an idea of the past. These features can thus be reinterpreted and implemented into the design in a way to enhance community engagement as well as preserve the historical richness of the site.

STRUCTURE

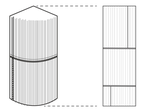


Wood and concrete were used as a reinterpretation of the first Molson Brewery building which was a wooden cabin And destroyed with the expansion of the industry.



BUILDING CONTRAST

This diagram demonstrates the contrast between both buildings which are proposed for the site. The arts building is a light timber frame of CLT and curtain walls which are supported by a large concrete structure at its base. The performance hall consists of a curtain wall system which is also supported by concrete but is supported by a steel frame. the steel frame also hold its unique opaque cladding which give a heavier appearance at the top.

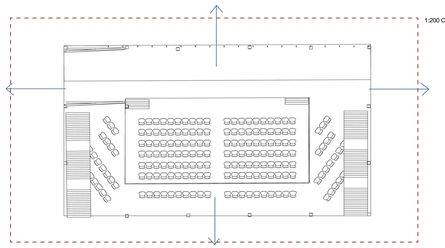


SILO REUSE

As shown in the diagram above, the corrugated metal from the silos is reused as cladding for the structure which once took place of a few silos on the site.

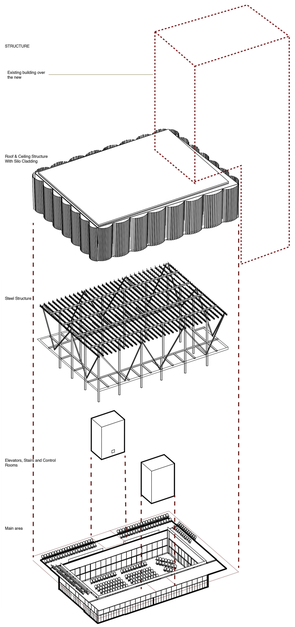
SILO IMAGE TAKEN ON SITE

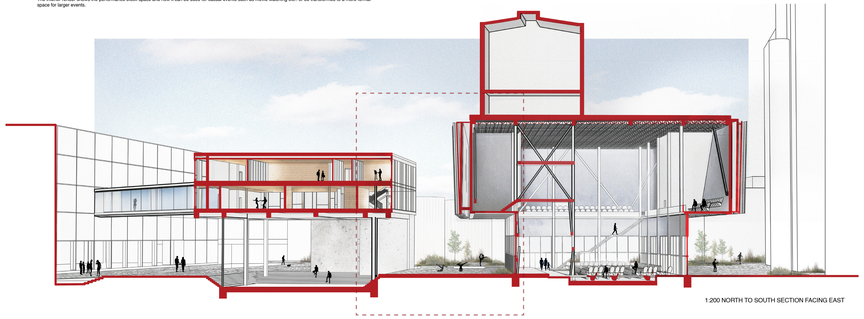
The images above demonstrate the mass of these silos and the large amount of material that would otherwise be sent to landfills without recycling them. The outter surface could be cleaned and protected to create an intriguing and educative building facde. Since there are a large number of existing silos, these could also be brought elsewhere to be used in similar ways. There could be possibility of reusing materials from other remnant structures etc..



1:200 CONCEPTUAL PLAN

The interior render shows the performance block space and how it can be used for casual events such as movie watching etc.. or be transformed to a more formal space for larger events.





1:200 NORTH TO SOUTH SECTION FACING EAST

EXTERIOR RENDER FROM EXISTING FACADE MEETING OF BOTH BUILDINGS