



**1001  
Boulevard  
Robert-  
Bourassa**

Draft English

45° 30 06 N, 73° 33 49 W



Distinctive urban  
workspace for knowledge-  
based organizations.

We set out to upgrade 1001  
Robert-Bourassa to better  
serve users, visitors and the  
surrounding community.



**O**ur first step was to listen to users of 1001 Robert-Bourassa and the different communities in downtown Montréal.







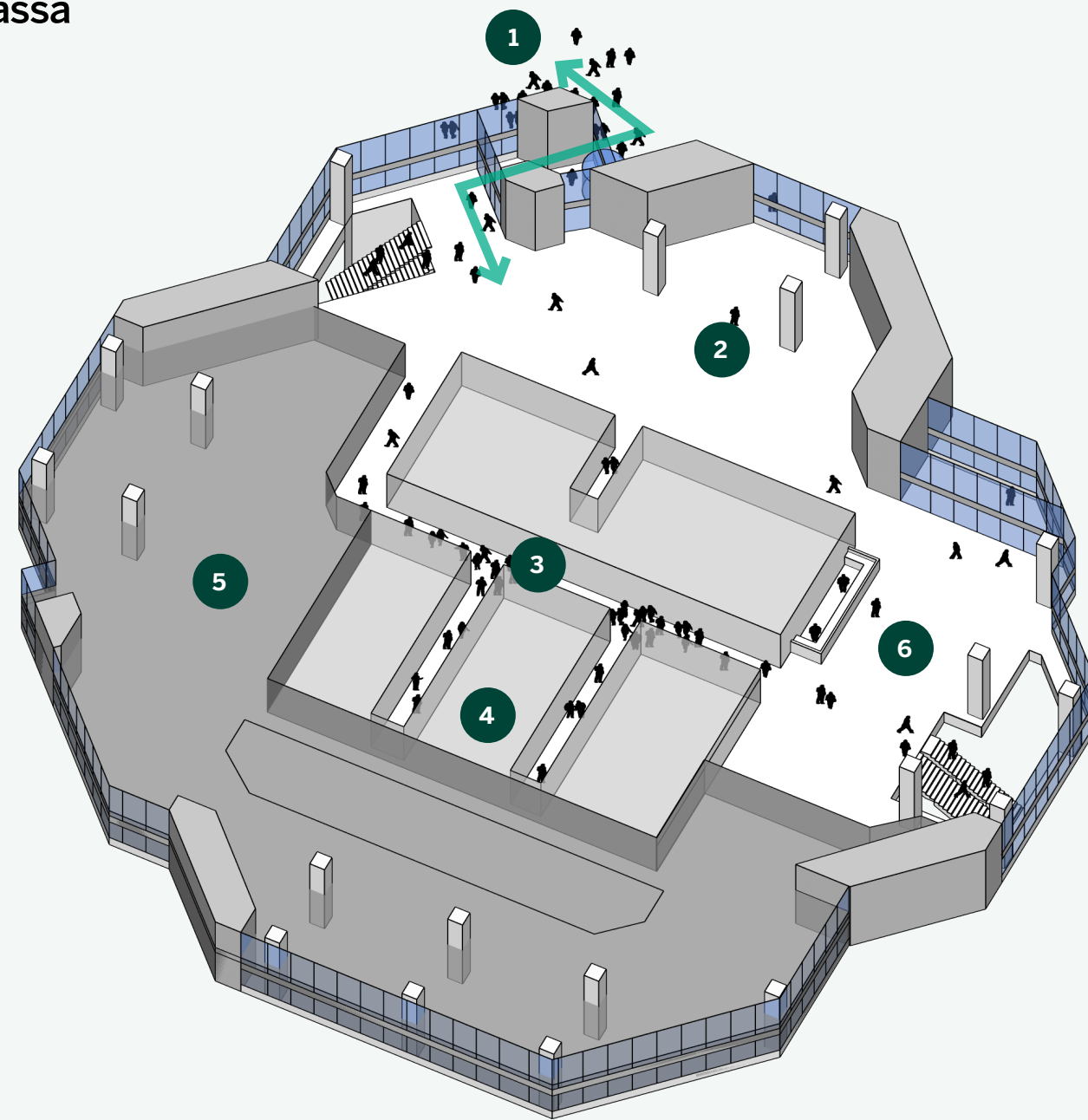
**W**e collaborated with Gensler and Moment Factory to turn 1001 Robert-Bourassa into more than just a place of work.

“Our mission is to provide knowledge-based organizations with distinctive urban environments for human creativity and connectivity in a manner that is sustainable and conducive to human wellness and diversity.”

Michael Emory  
CEO, Allied



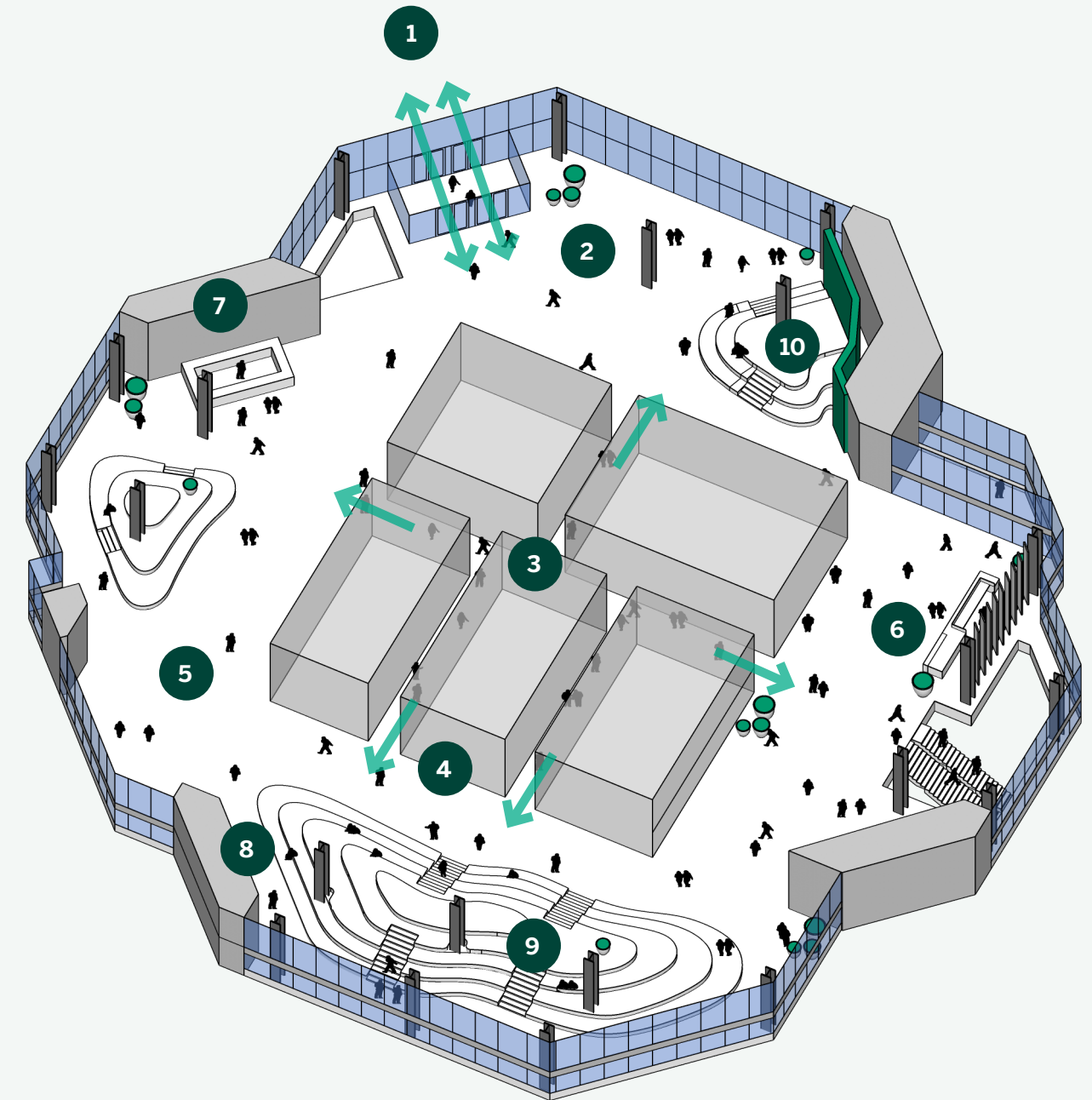




Before

- |   |  |  |  |
|---|--|--|--|
| <b>1</b><br>Bottle-neck entry<br>leads to long wait<br>times entering the<br>building | <b>2</b><br>Interior is cold and<br>without character                      | <b>3</b><br>Elevator core is<br>hidden and con-<br>strictive | <b>4</b><br>Dead end design<br>of elevator lobby<br>limits circulation |
| <b>5</b><br>Half of lobby<br>was cut off from<br>public use                           | <b>6</b><br>Reception is hard<br>to find and creates<br>operational issues |  |  |

OUR APPROACH



After

- |   |  |  |   |  |
|---|--|--|---|--|
| <b>1</b><br>New entry and<br>inviting lobby to<br>improve circulation | <b>2</b><br>Lobby design<br>prioritizes user<br>experience | <b>3</b><br>Elevator core<br>is opened to<br>create a double<br>height space | <b>4</b><br>Multiple access<br>points to enable<br>flow throughout the<br>elevator core | <b>5</b><br>Versatile ground<br>floor to facilitate a<br>multitude of uses |
| <b>6</b><br>New reception area<br>is easy to find and<br>welcoming    | <b>7</b><br>Lobby café                                     | <b>8</b><br>Large digital<br>display featuring<br>multimedia art             | <b>9</b><br>Seating and<br>lighting canopy to<br>inspire gathering<br>and respite       | <b>10</b><br>Green wall  |



ARRIVE  
WORK  
BREAK  
GATHER  
DEPART

1001  
Boulevard  
Robert-  
Bourassa

# The Experience



— ARRIVE  
WORK  
BREAK  
GATHER  
DEPART

Ease into  
your day.



A re-designed entrance creates an inviting space that improves circulation for those entering and exiting.









A re-designed  
elevator system  
improves circulation  
and vertical  
transportation.







ARRIVE  
— WORK  
BREAK  
GATHER  
DEPART

# Workspace designed for creativity and connectivity.











Collaborate  
throughout.



ARRIVE  
WORK  
— BREAK  
GATHER  
DEPART

A place  
to breathe.

An inviting lobby  
integrates art,  
nature and wellness,  
complemented by a  
unique food offering  
featuring local  
retailers.







Seating and multimedia inspired by the topography of Montréal's Mont-Royal.



ARRIVE  
WORK  
BREAK  
— GATHER  
DEPART

From work  
— *to play.*



The lobby as an  
inclusive place for  
people from inside  
and outside.







ARRIVE  
WORK  
BREAK  
GATHER  
—DEPART

Leave with  
what you need.







Bicycle parking, shower facilities and personal lockers help you stay active.



# How is 1001 Robert-Bourassa distinctive?



**User-first experience**  
A more productive, dynamic and satisfying experience over the course of your day.



**Curated amenities network**  
Access to a fulsome amenity network across 1001 Robert-Bourassa, 425 Viger and Centre de commerce mondial de Montréal.



**Artful interaction and design**  
A restorative and invigorating atmosphere that inspires focus, provides comfort and eases the pressures of the daily routine.



**Natural environment**  
Inspired by the landscape of Montréal, we've integrated natural elements, finishes and features to bring the outside in.

ARRIVE	WORK	BREAK	GATHER	DEPART
<ul style="list-style-type: none"><li>— Full-service bike parking with lockers and shower facilities</li><li>— Direct access to the Métro and Montréal's "underground city"</li><li>— Touchless entry for increased protection and safety</li><li>— A re-designed elevator system to improve circulation and vertical transportation</li><li>— 24/7 security personnel</li><li>— Improved car parking experience</li></ul>	<ul style="list-style-type: none"><li>— Large floor plates, high ceilings, natural light, and an open plan that provides comfort, while fostering creativity and connectivity</li><li>— Wide column bays for maximum flexibility</li></ul>	<ul style="list-style-type: none"><li>— Dynamic multimedia installations with space, light and sound</li><li>— Curated programming for all to enjoy</li><li>— Quiet zones for work or respite</li></ul>	<ul style="list-style-type: none"><li>— Flexible spaces for events of all kinds</li><li>— Evening activations and cultural events</li><li>— A state-of-the-art Experience Centre</li><li>— Integrated exhibits/ artists from across Montréal</li></ul>	<ul style="list-style-type: none"><li>— Comprehensive food and beverage program with takeaway options</li><li>— Easy package pick-up</li><li>— Car wash and bike shop</li></ul>

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ALLIED