



Beanfield Centre

New life for a landmark building

The Beanfield Centre, previously known as the Allstream Centre, is a revitalization of the 1929 Art Deco automotive building that is a historical fixture at Toronto’s 192-acre (77-hectare) Exhibition Place. It served as a venue for exhibiting new autos until the 1960s, then underwent several unsympathetic renovations before the decision was made to convert the outdated building into a state-of-the-art conference centre.

NORR restored the principal character-defining aspects of the exterior, upgraded the building envelope and transformed the interior into a modern, highly functional conference, meeting and event facility. The Hospitality studio transformed the original two-story central exhibition hall into a 44,000 square foot (4,087 square meter) grand ballroom that is divisible into specified configurations based on need. NORR provided robust back-of-house facilities, ample pre-function space around the ballroom and designed 20 conference rooms on the mezzanine level. The result is a LEED® Silver certified hospitality building that retains its original Art Deco qualities in a modern exhibition context.

CLIENT	City of Toronto
PORTFOLIO	Hospitality
SIZE	196,000 SF (18,209 SM)
LOCATION	Toronto, ON, Canada
DATE	September 2009
SERVICES	Architecture MEP Engineering Structural Engineering Interior Design

AWARDS

- 2010 Heritage Toronto, William Greer Architectural Conservation and Craftsmanship, Award of Merit
 - 2010 Canadian Association of Heritage Professionals Award of Merit, Adaptive Re-use Heritage Building
 - 2010 Toronto Construction Association, “Best of the Best” Award in the category of Project Achievement
 - 2010 Interior Design Magazine, Best of the Year Award
 - 2009 Ontario Building Envelope Council, Award of Distinction for Design
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Hospitality

NORR's Hospitality team dreams big. Whether collaborating with a major hotel brand for the design of a cutting-edge new millennial-focused hotel concept or designing a custom boutique hotel in an urban setting, we bring the highest level of design standards and blend this expertise with specific local requirements to successfully deliver high quality solutions customized for specific sites.

From Signature Properties to Major Brands

NORR has a rich history in the resort, entertainment and hotel market internationally having worked for some of the world's most successful brands and developers. Our portfolio reflects a full range of accommodation types, from new and dramatic luxury resorts to boutique designs and focused service hotels. We also have a core strength in the design of hotel renovation projects for major brands that achieve their business goals through increased occupancy, average daily rate and guest satisfaction.

Working Across Geographies to Deliver the Guest Experience

Large mixed-use resort, entertainment and hotel design is driven by a wide range of design specialists. NORR has great success in leading diverse, geographically remote team members to achieve a fluid roll-out of project deliverables. Our multi-disciplinary team collaborates with clients to create the next generation guest experience. We leverage the unique location and culture in the design on balance with technology, facilities and local food and beverage, to create a specialized program that deliver real return on investment.

CONTACT

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