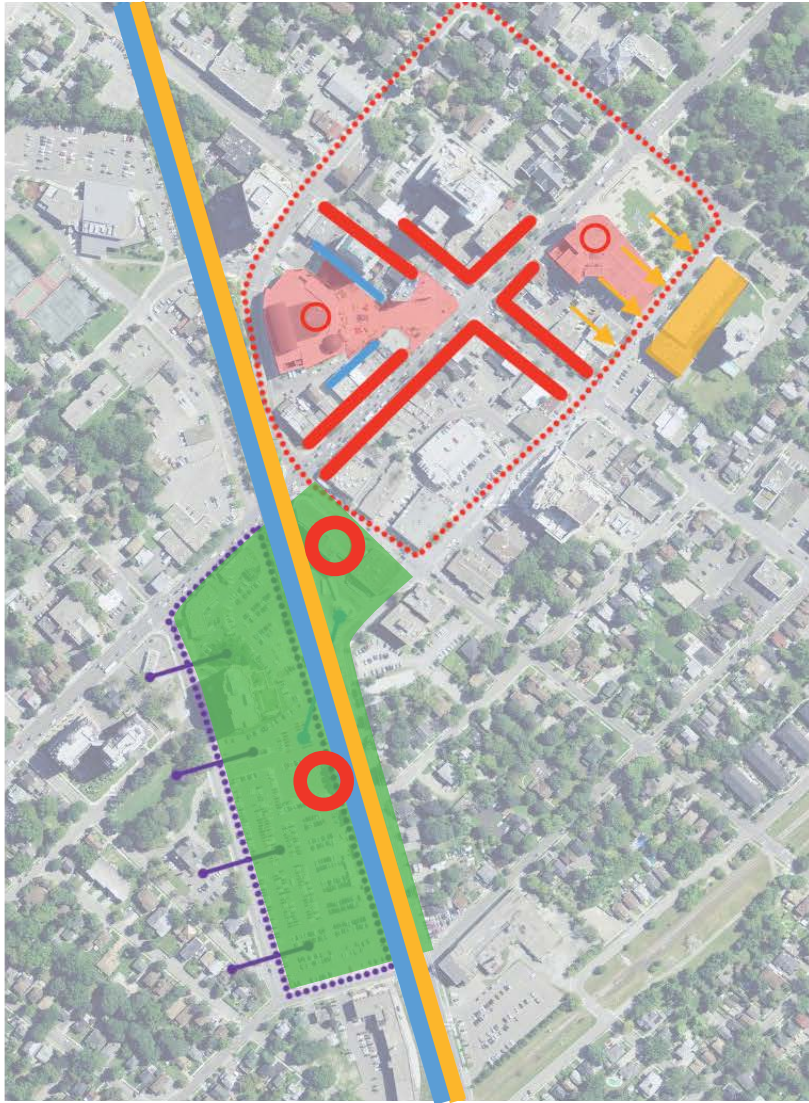


# swot analysis



- strengths
- weaknesses
- opportunities
- threats

# concept

---

**A SOCIAL AND TRANSPORTATION HUB THAT MEETS THE NEEDS OF PRESENT AND FUTURE GENERATIONS WITH A CENTRAL FOCUS ON THE ELEMENTS OF CONNECTIVITY, KNOWLEDGE, PURSUIT AND SHELTER WHILE FOCUSING ON IMMIGRATION INTEGRATION AND EMPOWERMENT.**



# manifesto

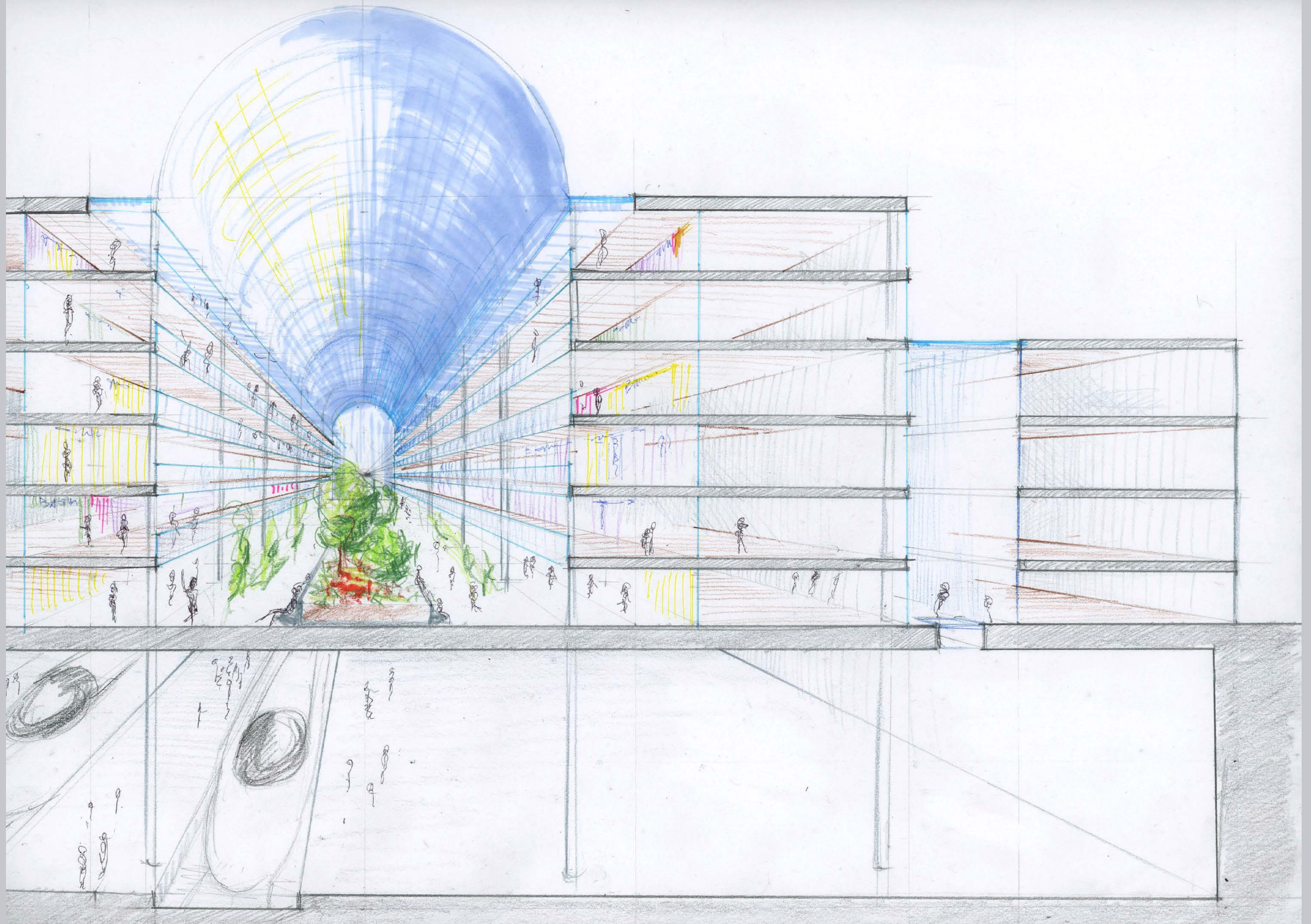
---

**A SPACE DESIGNED FOR NOW AND BUILT TO ADAPT TO THE FUTURE. A MULTIUSE URBAN CENTER WITH FLUID CONNECTIVITY, MERGING INFORMATION WITH IDEAS. A HYBRID OF TRANSPORTATION AND SOCIAL SERVICES RESPONDING TO ITS USERS AND ENVIRONMENT. A CENTRALIZED CREATIVE AND CULTURAL NODE IN THE GTHA.**



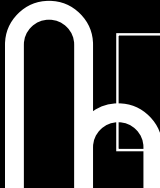






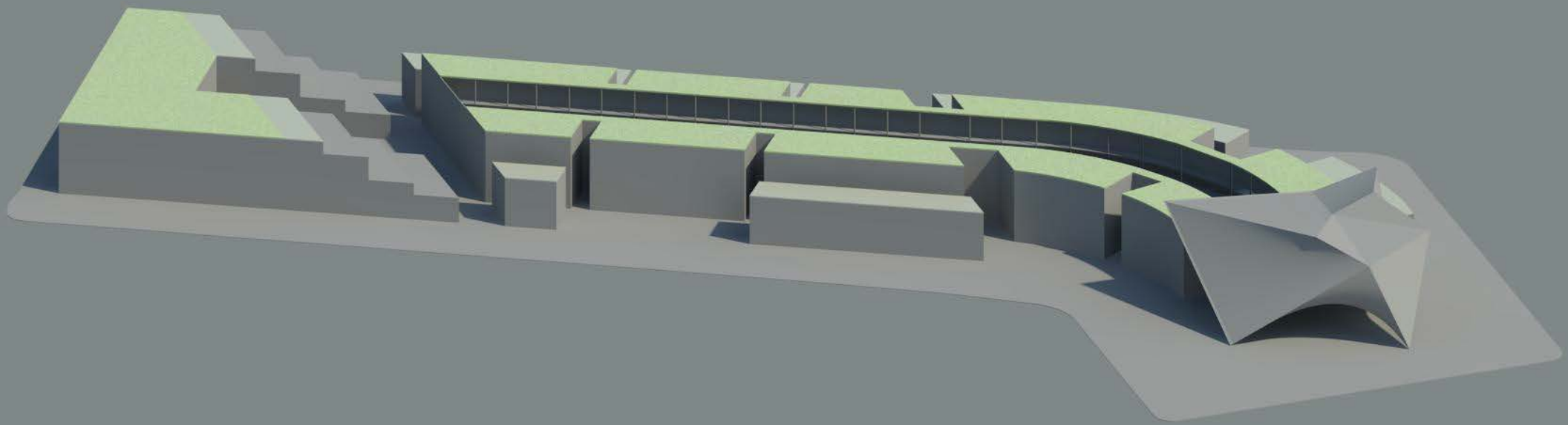
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BOUNDARIES





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Park

Rose Theatre

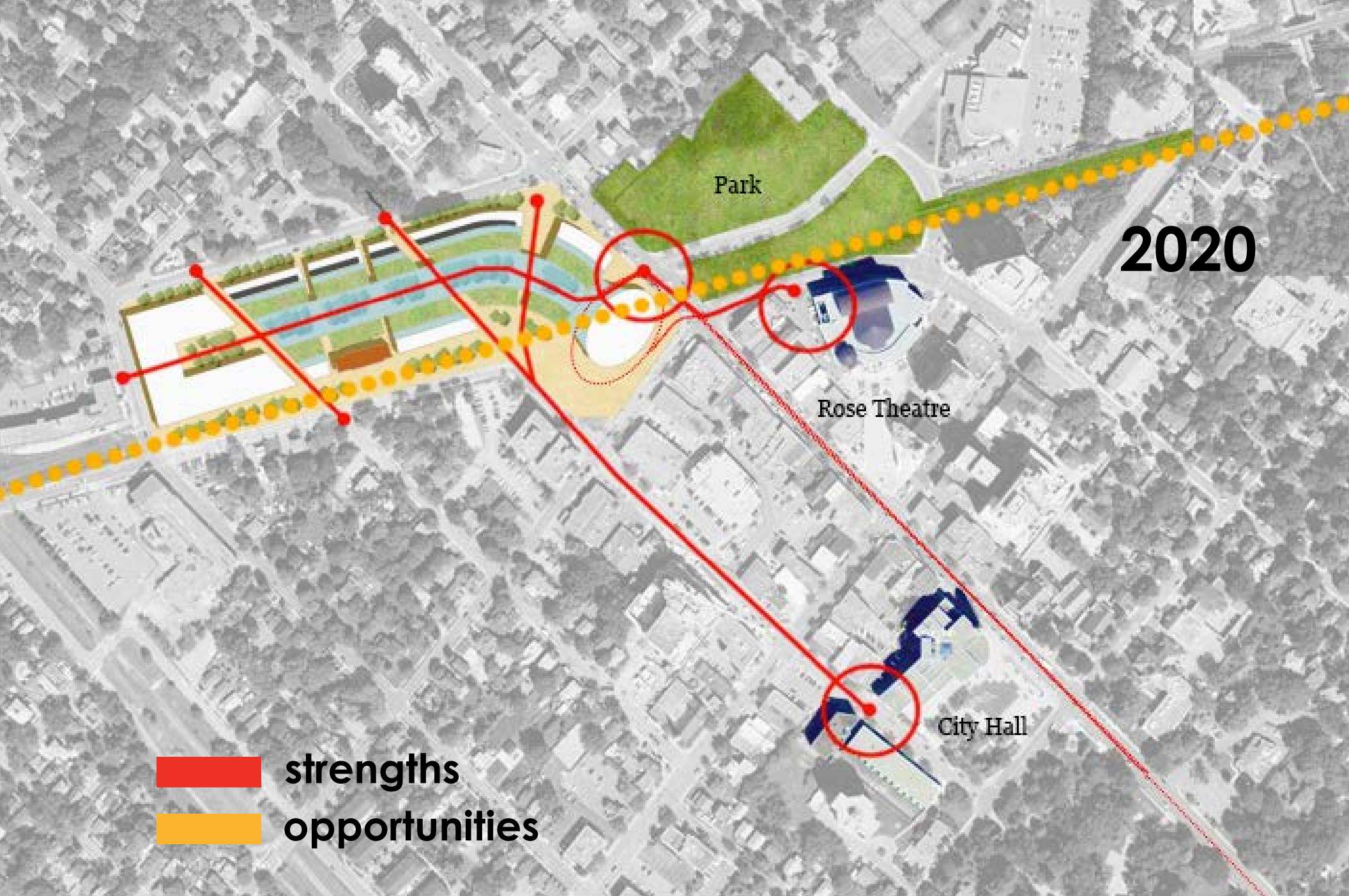
City Hall

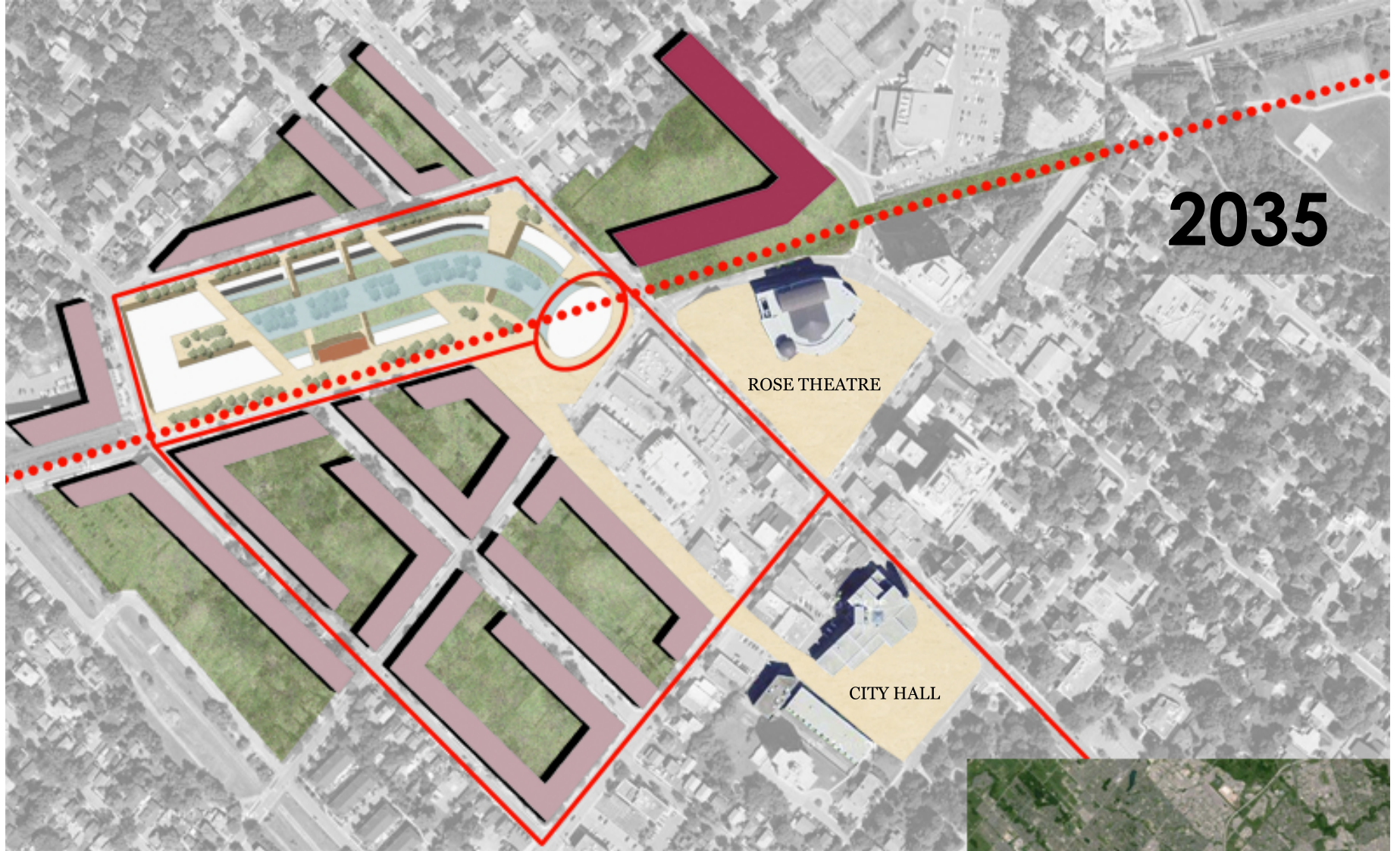
site plan 2020



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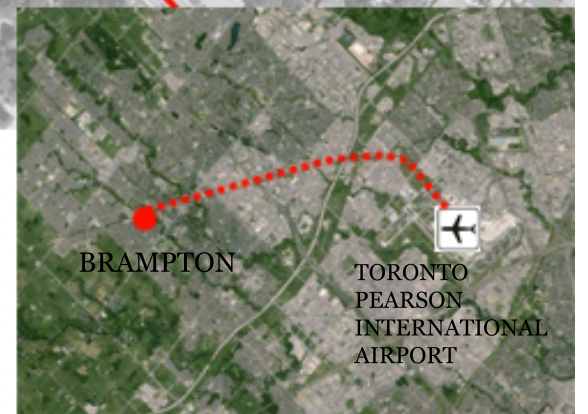
2035

ROSE THEATRE

CITY HALL

-  HOUSING
-  INSTITUTE OF CREATIVE INNOVATION
-  PEDESTRIAN SPACE

-  TRAIN LINE
-  TRAM LINE
-  PUBLIC GREEN



BRAMPTON

TORONTO  
PEARSON  
INTERNATIONAL  
AIRPORT



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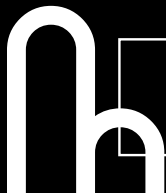
world house matirx systems  
**water**

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## rain water harvesting

- rain water collected on the roof, stored in underground cistern and used throughout building
- restore historical relationship of the water cycle to land by by returning it to the earth and to the atmosphere





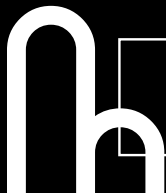
# energy

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## hydronic heat

- heated with warm water circulated in tubes embedded in concrete floor plates
- warmth comes from the building's ground source heat exchange system which pumps water underground

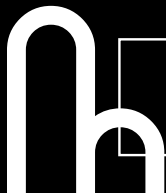




# mobility

## light rail transit

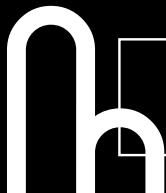
- connecting Peel County through Main Street Brampton
- comfortable, convenient, reliable & fast
- reduces number of cars creating a more walkable downtown core
- reduces emissions



# identity

## immigration integration

- culture & identity sharing
- immigration support & services
- awareness of opportunities
- language school

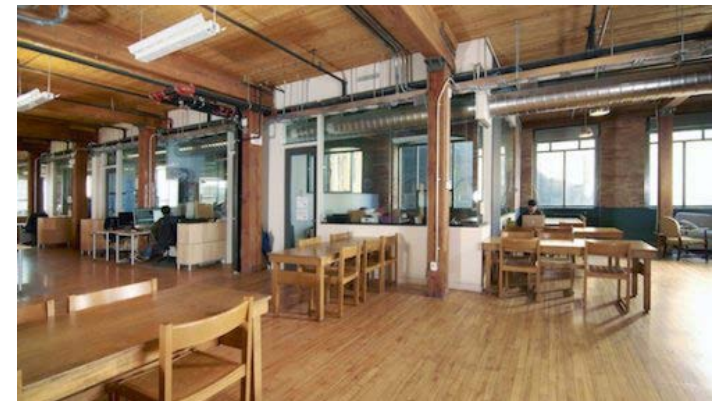




# inhub incubator

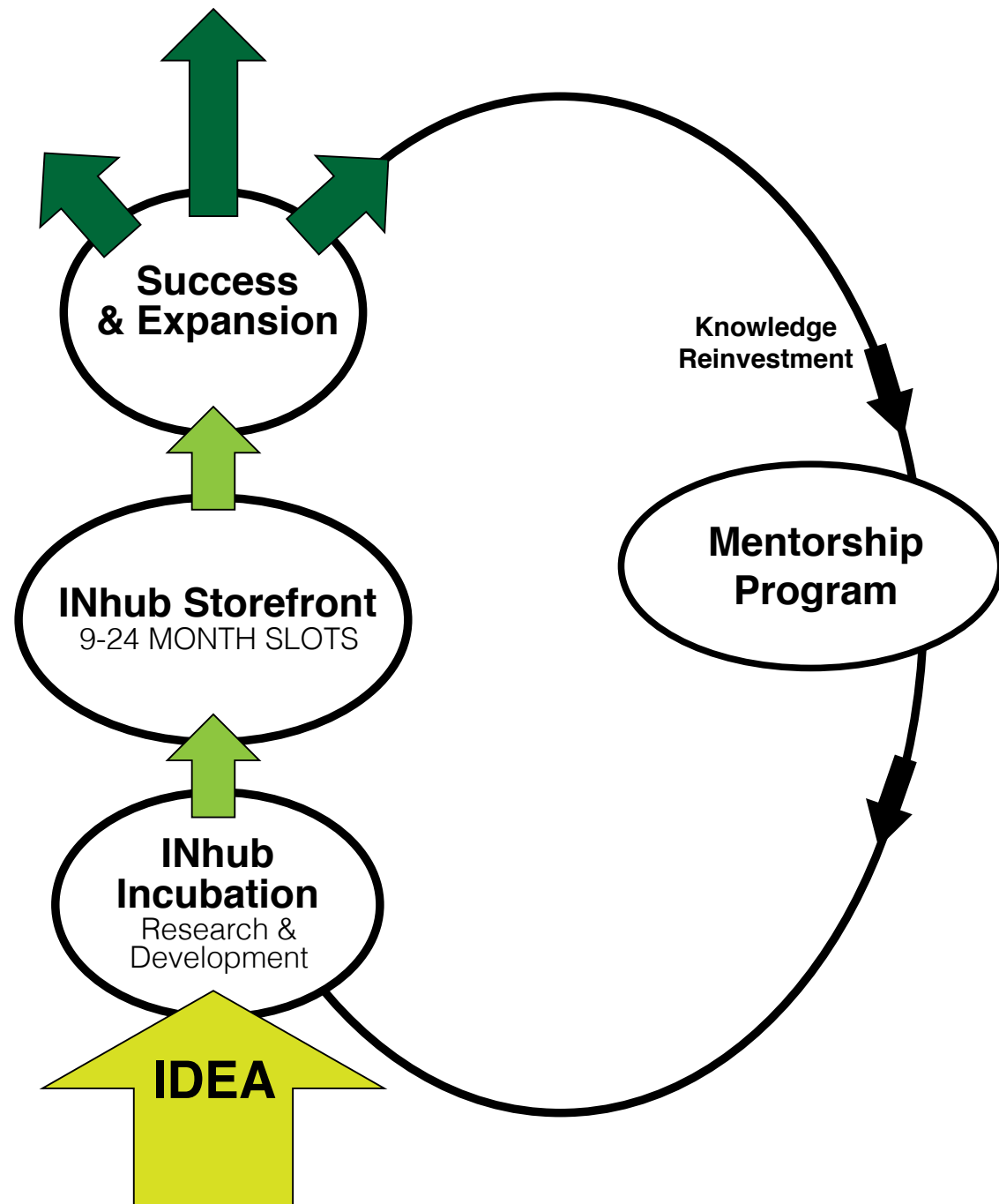
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- driven by ideas, innovation, knowledge, collaboration and creativity
- social enterprise with a mission to catalyze social innovation in Brampton and around the world
- inHub Incubator provides members and renters with the tools they need to accelerate their success and amplify their impact with:
  - co-working studio space
  - community workshops
  - conference and meeting rooms
  - access to tools and resources



# inhub incubator

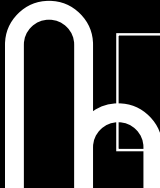
➔ *how it works*





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Living 2020

10.00



Light Rail Train



Existing resident

11.00



12.30



Rose Theatre



10.30



14.00

2035





New arrival

Living 2035



12.00

17.00

9.00 Work



theatre

8.40

8.50

Living 2020  
2 km from  
centre



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9.30



10.30

External

Park



16.30

Rose Theatre



15.00

1.00

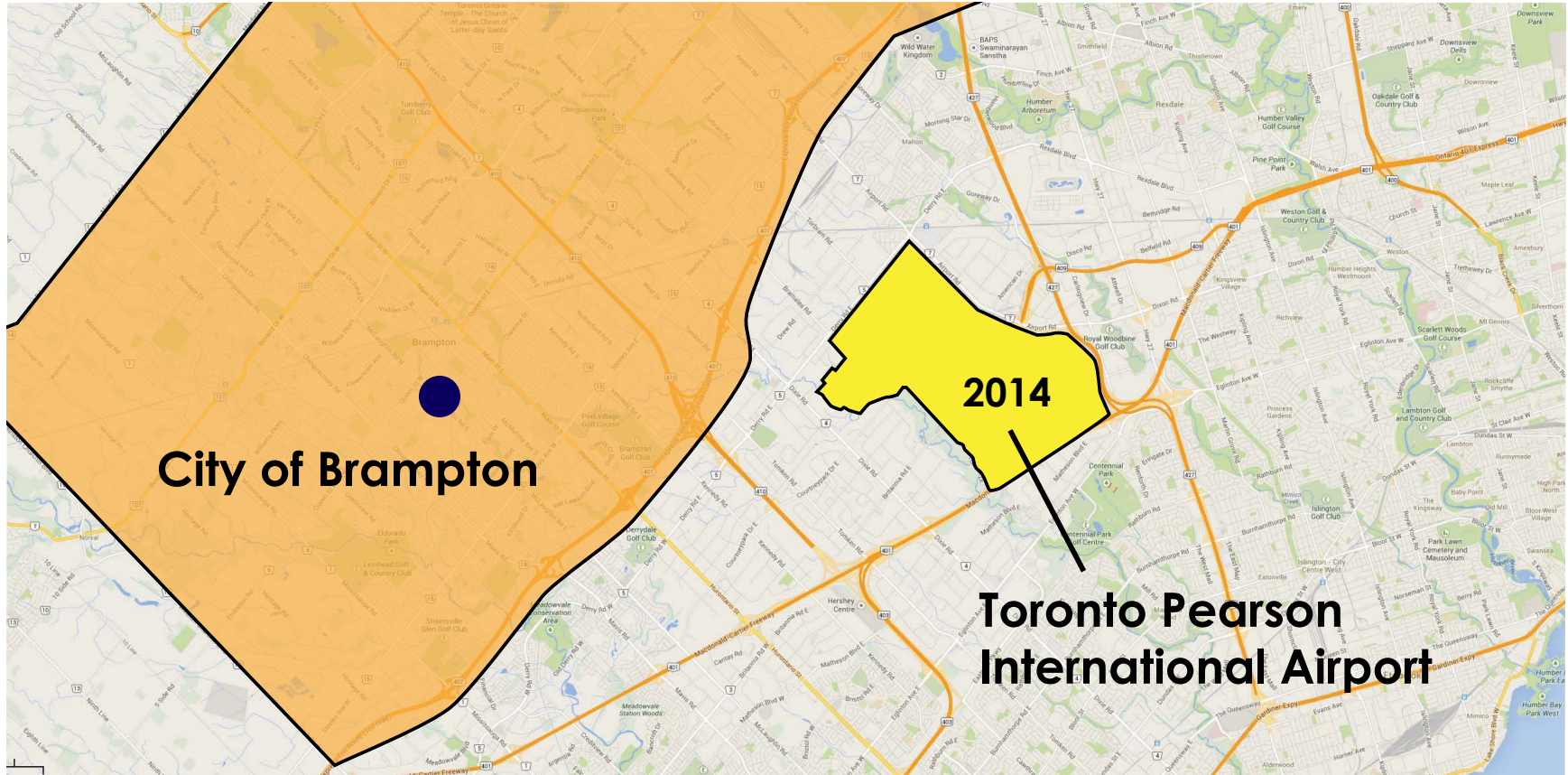
9.00

Living 2020  
Downtown  
Toronto

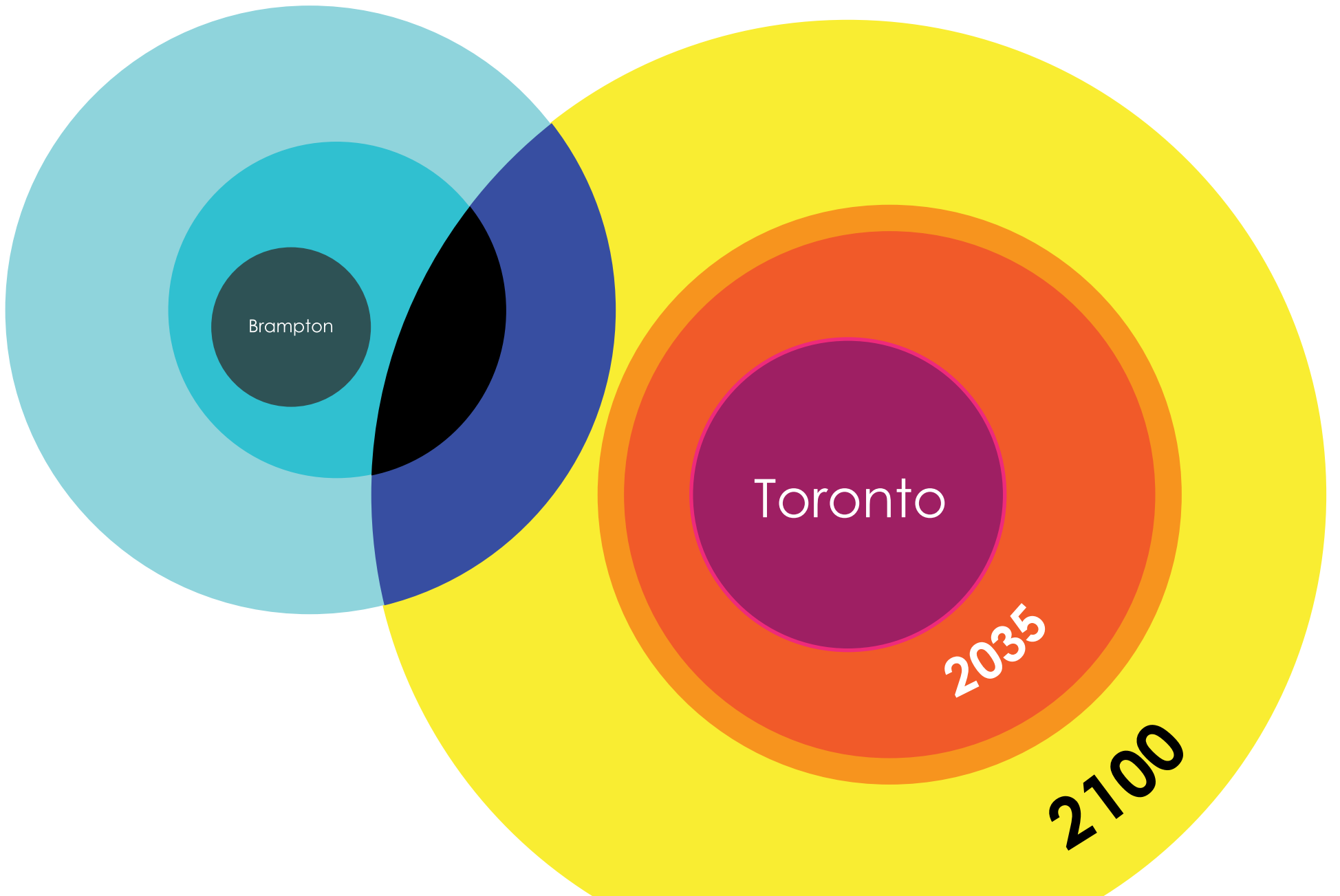


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nicolo

adrien

zack

anu

heather

trevor

jamila

kirstine

helena

jessica

