

# 401 Richmond update

February /  
March '95

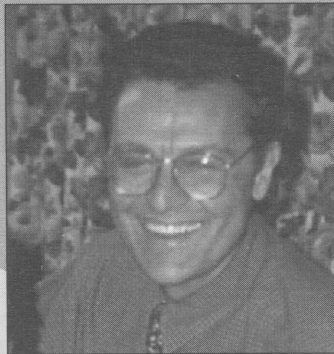


volume 2,  
number 1

Published by 401 Richmond Ltd.

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**Profile:**  
**David Horne**  
*The Drapery Design Studio*

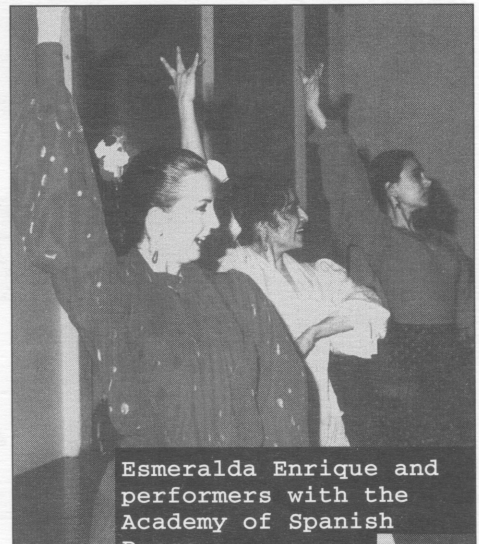


## Welcome

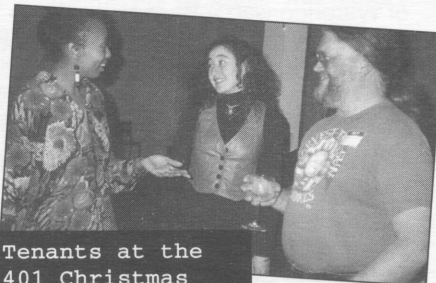
- **Canadian Parks and Wilderness Society and The Wildlands League** (non-profit conservation organization) — Studio 380
  - **Watch Magazine** (youth publication) — Studio 245
  - **Gwendolyn Hats** (hat manufacturer) — Studio 366
  - **Saman Design** (industrial design) — (Studio 208)
  - **Gallery 401** (art gallery) — (Studio 240)
- Relocation within 401**
- **Earthroots**, (non-profit group with a focus on old-growth forests and endangered ecosystems) — (formerly Studio 251 now Studio 410)

## Ole!

If you weren't there, by now you've heard about it. Tenants at the 401 Christmas Party were transfixed by the flamenco performance of **Esmeralda Enrique** (Studio B104). Accompanying Esmeralda were guitarist Rogelio Escanura and dancers Valeria Escanura and Paloma Cortez. Thanks again to Esmeralda and the **Academy of Spanish Dance**. Thanks also to tenant Anya Wilson for supplying some great tunes for the party.



Esmeralda Enrique and performers with the Academy of Spanish Dance



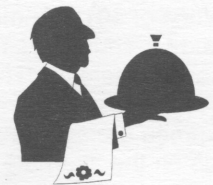
Tenants at the 401 Christmas Party enjoying...



the chance to see old friends and making new ones

## Catering to 401

**D**anieli's is offering a terrific new service to tenants at 401 Richmond: delivery of lunch, supper or snacks directly to your studio/suite throughout the day (except between 11:30 am - 2 pm). Cappuccinos, cafe au lait, hot entrees, assorted sandwiches, salads, etc. Just make sure to give Danieli's an hour's notice. Minimum order is \$15.



**Call 408-2635.**

# GALLERY 401

Opening Friday, March 3, 1995 (7-10 pm) is our very own art gallery at 401 Richmond. Located in Studio 240, Gallery 401 will be a space where artists — both within the building and the community at large — can exhibit their work.

Manager **Gokche Erkan** says Gallery 401's aim to support the arts is part of the overall vision for the building: "There is a commitment to developing a sense of community among the tenants at 401 Richmond, and this gallery, it is hoped, will enhance that aim."

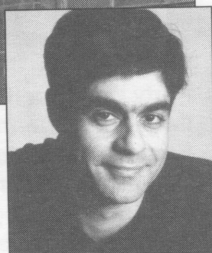
Additional uses for the gallery space, (e.g., meetings, seminars, classes, etc.) are also welcome, says Gokche.

Rental of the Gallery is available on a weekly basis. Priority will be given to artists at 401 Richmond.

For information call (416) 506-9595.



Gallery  
401 Manager  
Gokche Erkan



## Job Sharing at 401: Jane Roberts and Louise Liliefeldt

It's the wave of the future: job sharing. For three days a week (Monday-Wednesday), Jane Roberts acts as Property Administrator and Receptionist at the management office of 401 Richmond (Studio 204), and on Thursdays-Fridays, it's Louise Liliefeldt. "The set-up just evolved," says Margie Zeidler. "Both women are superb and each had a job on the alternate days, so we jumped at the chance to have them work with us."



After graduating from the University

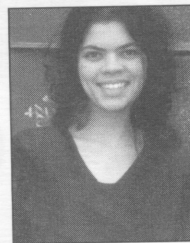
**Jane Roberts** hails from Toronto, and, like so many others who have gravitated to 401 Richmond, she has an eclectic background and diversity of interests.

of Waterloo with a Bachelor of Environmental Studies, Jane married and moved to Ottawa where she found work in the taxation department of the Federal Government. The financial background led to her other part-time position with Accordion Accounting — despite a short (10 year!) interlude to produce three "wonderful" children: Andrea 14, Evan 10, and Nick 7 (the "wonderful" descriptor is courtesy of Nick).

Of her job at 401 Richmond, which began in September 1994, Jane says: "I love working here; I love the energy. And, the shared position allows me to be part of the group even though I can't make a full-time commitment to 401 Richmond." Jane's responsibilities are vast: in addition to answering phones, the parking intercom and countless tenant requests, she's the "gentle rent

nag". "I have my nose in everything," she reports happily. "It's certainly never boring!"

What we didn't know is that the creative community has a special appeal for Jane. "I'm a frustrated artist at heart," she reveals. "The arts have always interested me, and being at 401 Richmond gives me the chance to meet a number of artists and learn about different aspects of their lives. It's really exciting".



**Louise Liliefeldt**

is an artist. Born in South Africa, she immigrated to Canada with her family in 1973. Frustrated by the lack of arts courses in high

school, she transferred to Wexford C.I. in Scarborough where she spent two "fantastic" years focusing in art.

The Ontario College of Art was the logical next move, and, in 1992, she graduated from their New Media: Film, Video and Performance department. Since then, Louise has been particularly active: she was a teaching assistant at OCA in 1993; member of the performance art collective Shakewell which headlined for Arts Week 1994; participant in Mayworks, a six-day performance art event on the streets of Toronto; and is currently a member of the Toronto Arts Council's Visual Arts: Film and Video Committee.

Louise shares her work at 401 Richmond with a three day a week position at V-Tape. Soon to be a 4th floor tenant at 401 Richmond, V-Tape is a non-profit distributor of independently-produced video art to festivals and institutions throughout Canada, the US and parts of Europe.

"401 Richmond is an amazing place to be," she observes. "It's still in the building block stages, but, eventually it will be the centre for all forms of art. That's important, I think, because too often artists make art only for other artists. Being accessible to everyone — something that 401 Richmond is striving to do — is essential."

More significant than anything else for Louise is working on her own art. She has a performance/installation show (for which she received an Ontario Arts Council Grant) upcoming in May. About her creative life, she says: "I'm still exploring".

# profile

David Horne

*The Drapery Design Studio*

He was named Student of the Month in high school for his "unusual hobby". It's true, making drapes is not your typical teenage pastime, but for David Horne, owner of the successful Drapery Design Studio (Studio 137), the activity came naturally. "The instinct was there," he says. "I hated making clothes, but liked the challenge of drapery design. My mother needed curtains, so I surprised her with some. The neighbours and my teachers then asked me for more."

David grew up in Windsor and went to St. Clair Business College there. After moving to Toronto in 1972, he worked in accounting and office management for 18 years. A mid-life crisis prompted him to reexamine his goals, and with the encouragement of a friend, he decided to take the risk to start his own drapery design company. "What jogged it all, though, was a request by my sister to make some curtains for her boat. That's when I realized I needed a career change. Before I knew it, friends and neighbours were placing orders. The word just spread."

The word is still spreading, because David has never advertised and keeps getting work. His clients are primarily interior designers, and, recently, he's had to take on two part-time staff to meet the need. Specialties, in addition to 'drapes' of every kind, include: bedspreads, bedskirts, draped tablecloths and decorative cushions. The Studio is also now offering California shutters.

Business hasn't always been so smooth for David since he opened the studio seven years ago. During the height of the recession he had to ask for family help: "I was lucky. I had people who believed in me and what I was doing. A number of people called after the worst was over and said, 'Oh, you survived!'".



Assistant  
Dorothy Turingan  
and David Horne

David came to 401 Richmond two years ago and says there have been great improvements since that time. "The management change has made a big difference. They treat the tenant as important. For example, this week I was asked twice if the renovation work above my studio was disturbing me. That kind of caring means so much. In a small business, it's especially nice to feel that."

We couldn't help but ask David to explain the difference between curtains and drapes: "The draping of fabrics such as swags and jabots and other elaborate 'toppers' over the curtains that move back and forth were the drapery. Somewhere over the years 'drapery' lost its meaning. Now window coverings are commonly referred to as just 'the drapes'."

Apologies to **Roman Kenkel Photography** for the error in identifying his studio last issue. The correct location is Studio 252.

## Police Talk on Security

All tenants are requested to attend a short presentation by the police on building security. The talk will take place on Thursday, February 23, 1995 at 5 pm (Studio 240). We hope to start a 'Warehouse Watch' at 401 Richmond, a programme similar to Neighbourhood Watch, in which tenants can maximize their security by banding together. Don't miss it.

## Xmas Marketplace

Once again, the Christmas Marketplace at 401 Richmond was a success. Thanks to the promotional efforts of Lynne Beazley (whose daughter Laura Beazley was one of the key organizers), we received tremendous media coverage. *The Toronto Star* gave advance notice of the Marketplace in their Design section, and *CFRB Radio* covered the event live.

# bulletin board

A regular feature of 401 UPDATE, the Bulletin Board is your opportunity to communicate with other tenants and keep them in touch with what is happening in your organization. If you are having a sale or exhibition, or just want to tell others about your product/service, simply supply Lesley Soden in the management office with the written information and we will print it here.

## Congratulations

to **Esmeralda Enrique** (Studio B104) on joining the eminent roster of dancers (e.g., Karen Kain, Rex Harrington, Danny Grossman) who volunteered their time and talent to the Eighth Annual Dancers for Life AIDS Benefit at the Royal Alexandra Theatre on January 31, 1995.

**Jeannie Thib** (Studio 363) will be participating in *The Table Project* taking place at the Power Plant on February 8, 1995 (6-8 pm). The fundraising event, which is sponsored by IKEA, is a silent auction of end tables which have been transformed by Canadian artists and architects. Admission is free.

Jeannie's work was also on view at the McMichael Gallery as part of the *Hidden Values: Canadian Corporations Collect Project* sponsored by Trimark Investment Management Inc. (November 13 - February 5). Additionally, she is part of an exhibition of authors' bookworks on view at David Mirvish Books on Art, 596 Markham St, January 12 — February 15, 1995.

RENEWAL  
an exhibition by  
gokche erkan



GALLERY 401

friday march third 1995  
7 - 10 pm

march sixth - march twenty-fourth  
monday - saturday 12 - 6 pm

401 Richmond Street West studio 240  
toronto ontario m5v 1x3

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## Attention All Tax Payers

As an exclusive service to the tenants of 401 Richmond, **Banner A.I.D. (Studio 384)** is pleased to announce that **Personal Income Tax Preparation Services** are now available within the building. Competitively-priced and offered by a group of professionals with over 15 years experience in personal income tax planning and preparation, the service features free phone-based consultation as well as pick-up and delivery. So, file early, beat the rush, and avoid the hassle of driving and parking, by simply phoning **Mary Lou Hill** at (416) 979-3733. Leave a message (24 hrs/day) including your name, number and studio/suite number.



Published by

401 Richmond Ltd.

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Rite Printing  
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Printed on recycled paper