



DAVID PARKER

Along with pens, coffee mugs must be the most popular giveaway to promote company names. **Calgary Municipal Land Corporation** is using them as a tool to shout "Believe" — a slogan that shows the confidence president and CEO **Chris Ollenberger** and his staff have in the revitalization of East Village.

Progress may perhaps seem slow to some but there is a tremendous amount of infrastructure work to be done before we see any buildings go up. One of the key elements has to be the underpass connecting the area to Victoria Crossing and Ollenberger is delighted he has final approval from the city to get it built.

He says a tremendous help in getting approval from council was a 3D animated video produced by **Riddell Kurczaba Architecture**.

Animation really is a marvelous tool and talented artists captured a clear understanding of what the underpass will look like when completed.

Working only from a sheet of specs, they built a two-minute video that showed vehicles and people walking below the tracks and trains above, while giving a clear picture of how the underpass fits into the location amidst the Saddledome, King Eddy, District Energy Building and the Municipal Building.

Creative design has taken the lead and now engineers can create what the client wants.

Riddell Kurczaba has since been contracted to produce a similar tool to help people visualize how the west leg of the LRT will fit into the southwest communities. It will include film shot from a helicopter as it flies over the proposed route.

Animation is also a great marketing tool and Riddell Kurczaba's studio is being used to advertise International House at the University of Calgary. The company was



Ron Kurczaba, left, and John Riddell of Riddell Kurczaba Architecture stand in front of their 3D rendering of a proposed 4th Street underpass.

Christina Ryan, Calgary Herald

involved in the design of the building and was recently awarded the job of designing the interiors.

John Riddell and Ron Kurczaba are celebrating their 20th year in business together in what has grown into a multi-disciplined firm with 75 Calgary staff employed in architecture, planning, and interior design as well as the 3D studio.

It recently opened an office in Newcastle, England, where **Brian Sales**, former director of projects in Calgary, has moved to become managing director. And **Al Arkem-Amer**, an interior designer and project manager, has moved to Edmonton to open an office there.

Riddell Kurczaba has designed suburban office and industrial buildings for **Remington Development** for the past 10 years including **Jacobs Engineering's** spectacular new head office in Quarry Park and the new **Bell Canada** offices in Westwinds Business Park.

Other notable projects are the **Fluor Canada** building on Macleod Trail, the new **Lone Star Mercedes-Benz** dealership and the retrofit of the former 400 Club as offices for Alberta Land Titles. A new corporate headquarters has been designed for **Genesis Land Development** in Sage Meadows as well as resort properties for Renaissance at Stewart Creek, and Resort at Castle Rock and Lake Windermere Resort, both in Invermere, B.C.

The interior design studio has 15 staff who did such a good job on the **Enmax** corporate headquarters and currently working on the retrofit at the Harry Hays Building and numerous downtown corporate offices.

Riddell Kurczaba also has experience designing retail stores and has completed many non-process buildings and camps in the Fort McMurray area, among the many exciting projects that has caused the company to take another 4,000 square feet of space in Currie Barracks. But it has also found the time to give thanks for its success by offering its services in designing a women's wellness centre for the indigenous community of Tlmacazapa in Mexico.

Joanna Chang has completed a two-year series of Business Mandarin classes at Bankers Hall and is now launching a Lunch Hour Corporate Mandarin course for the Calgary Chinese Cultural Centre. It is an architectural treasure in the heart of the city where you can learn a language and discuss essential cross-cultural communication topics. The course runs Tuesdays from Sept. 30 to Dec. 2.

DAVID PARKER APPEARS TUESDAY, THURSDAY AND FRIDAY. HE CAN BE REACHED AT 830-4622 OR E-MAIL INFO@DAVIDPARKER.CA.