



Store Urbain

The New Maison de Radio-Canada

Case study

Window coverings in a
angular commercial building

Company Profile

STORE URBAIN



Photo credit: Store Urbain

Store Urbain is a Montreal-based custom window dressing company. A young company in a mature market.

In 2015 businessmen Torey Déry, founder of Store Urbain and Marc O. Lafleur, founder of the company specialized in commercial projects Porsiane, combine their efforts to create a new window coverings company located in downtown Montreal.

In 2017, they opened their luxurious showroom located on Notre-Dame Boulevard in the trendy Griffintown, Montreal area.

In 2021 the company opened a new showroom in the luxurious furniture store Home Société near downtown Toronto.

Corporate facts

Founded in 2015 by the merger of two companies

Over 40 employees in 2021

15,000+ blinds and shades installed since 2015

Case Study: The New Maison de Radio-Canada

Window Coverings By Store Urbain

Project Overview

Built in 1973, Maison Radio-Canada is one of the most recognizable buildings in the city of Montreal. In 2008, consultations began to develop the land around this building.

The result of this consultation is the project for a New Maison Radio-Canada.

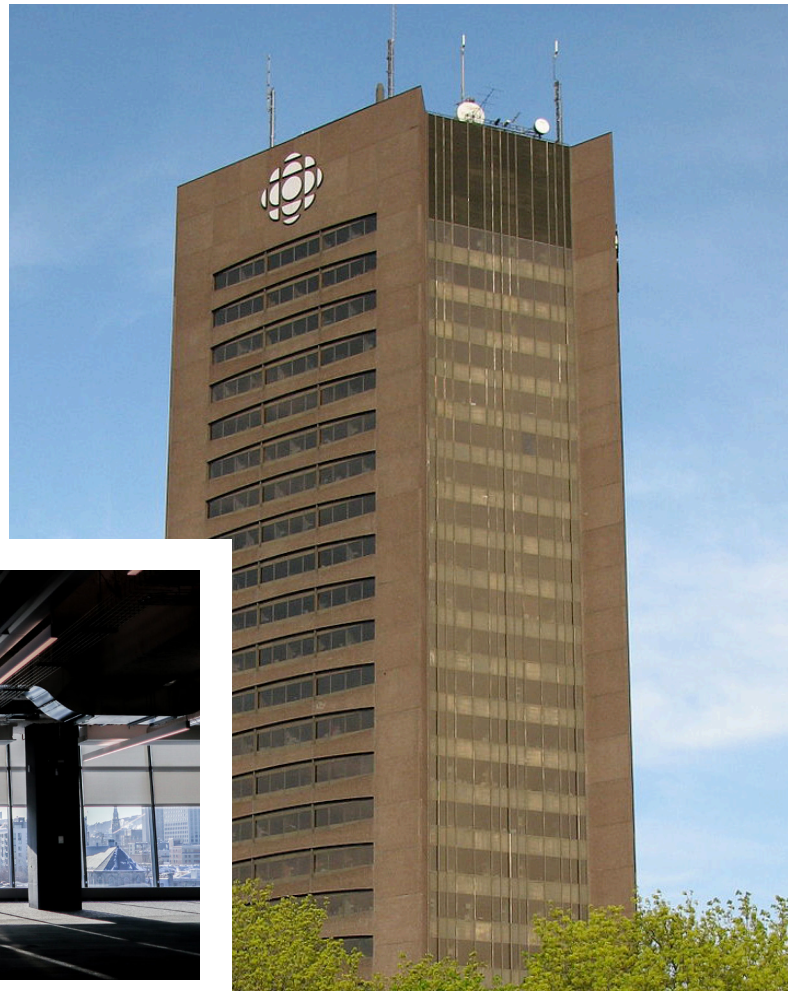


Photo credit: Store Urbain

On November 23rd 2016, Radio-Canada announced that the current complex will be sold to Groupe Mach and that the Brocolini Group will be responsible for building the New Maison Radio-Canada, which will be located at the corner of avenue Papineau and boulevard René-Lévesque.



Photo credit: Wikipedia



Photo credit: Vincent Brière

Client
Broccolini
Project
The New Maison de
Radio-Canada
Web site
<http://newmrc.radio-canada.ca/>
Construction start date
October 1st 2017

Important dates

01

November 2016 Official announcement of the New Maison de Radio-Canada project.

02

February 2019 Call for tenders launched by Broccolini for the window coverings of the entire building.

03

April 2019 Deadline for submission of the quote. **June 25, 2019** Contract awarded to Store Urbain.

04

Oct. to Dec. 2019 Installation of window coverings by Store Urbain's team of technicians.



Photo credit: Broccolini

A Major Challenge The New Maison de Radio-Canada

The project for the new Maison de Radio-Canada presents several unique challenges for its window coverings

Challenge 01 Irregular Building Shape

The building, which has an all-glass exterior, was designed with irregular angles for a commercial building. A normal blind falls straight to the floor, in this project the exterior walls are angled.

Challenge 02 Temperature Variations

The exterior walls are made of glass, and therefore have a considerable greenhouse effect with the heat of the sun, and allows the cold to pass in winter.



Photo credit: Broccolini



Photo credit: Store Urbain

Challenge 03 Delivery Dates

The time between contract award and the due date for installing the window coverings is relatively short for these types of products that must be custom made with unique specifications.

Challenge 04 Taking Precise Measurements

A normal window has a height axis, and a width axis. For this project however, there are irregular borders right in the middle of the walls. This is unusual and project managers need to be sure their measurements are accurate.



Photo credit: Store Urbain

Specialty Products

Due to the irregular angles of the windows in the building, it was necessary to install a specialized piece of trim to hold the chains straight on the ground.

Each piece requires a specific angle, and has to be painted to match the rest of the products. This type of product is very unusual in the solar shades industry.

The fabrics used are from the **KoolBlack** line by **Mermet**. This technology, designed for commercial buildings, is applied to the canvas to reflect the sun's rays for an energy saving of about 30%.

Overcome the challenges

In order to meet the manufacturing, installation and delivery requirements of window coverings for the New Maison de Radio-Canada, Store Urbain had to find solutions.

01

Custom parts manufactured under tight deadlines with the collaboration of the supplier **Altex**.

02

Use of lateral guides as well as guided cables to compensate for the irregular angles of the building.

03

The tight deadlines forced Store Urbain to set up two teams of installers, one day shift and one night shift.

04

The project requires a lot of work at height, which necessitates the use of aerial work platforms.

05

The premises used for the control rooms have special requirements which must be respected in terms of light and angles.



Photo credit: Store Urbain

Summary and results

Over 1250 **Altex** shades, some with guided cables and others with side guides for corner windows.

The entire project is installed over 15 working days with 10 technicians from Store Urbain's internal team of installers.

All carried out on time and to the great satisfaction of the Radio-Canada tenant and Broccolini, the client.



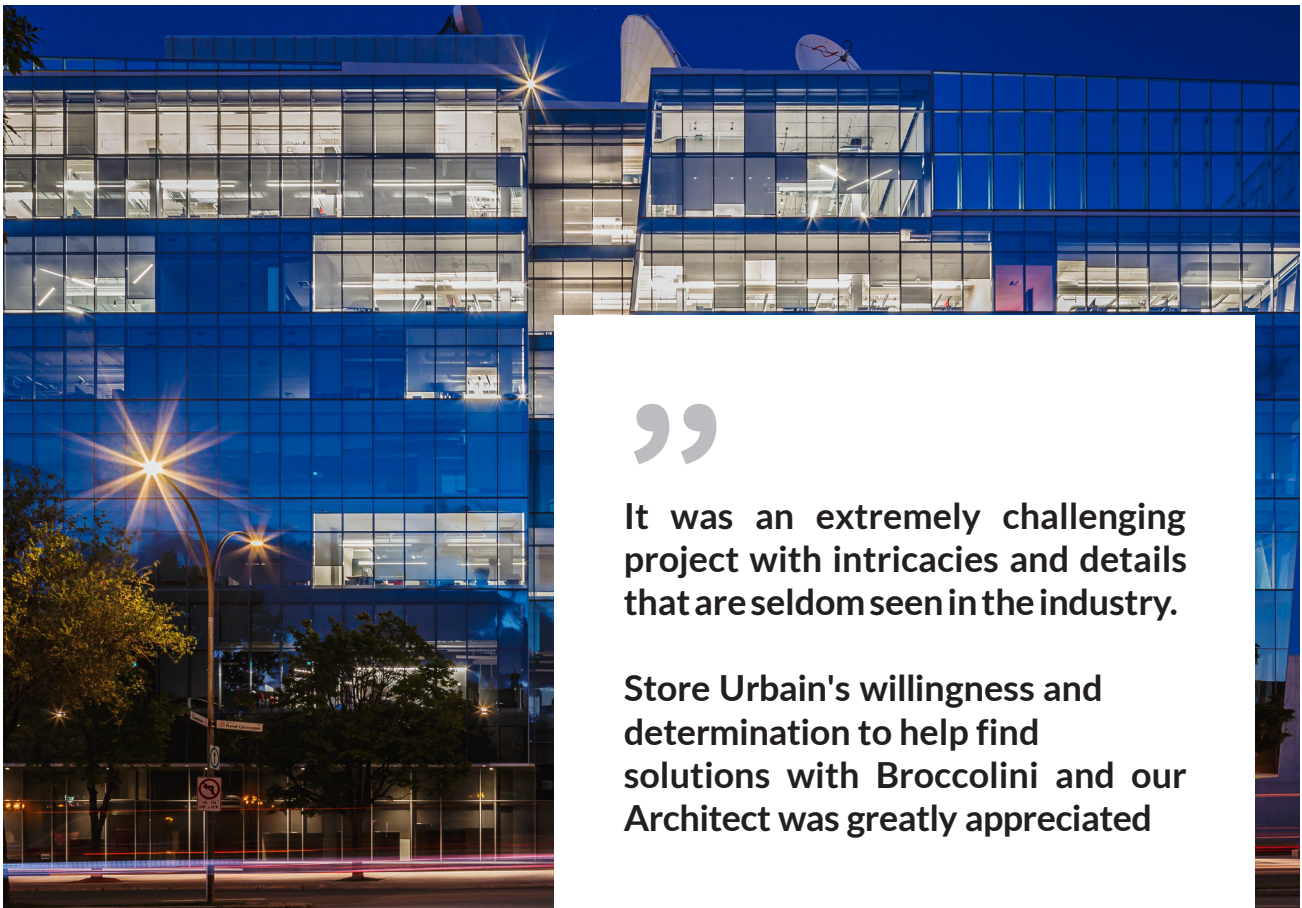
15 Working days of installations



30%+ Energy savings



1250 Custom solar shades



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It was an extremely challenging project with intricacies and details that are seldom seen in the industry.

Store Urbain's willingness and determination to help find solutions with Broccolini and our Architect was greatly appreciated

Photo credit: Vincent Brière

Alessandro Di Cesare
Project Manager @Broccolini

B R O C C O L I N I

Montreal, February 13th 2020

Marc O. Lafleur
STORE URBAIN
1384 Notre-Dame Ouest
Montreal, Quebec, H3C 1K8

Project : 1702 – La Nouvelle Maison Radio-Canada – Aménagement intérieur

Subject : Letter of Recommendation

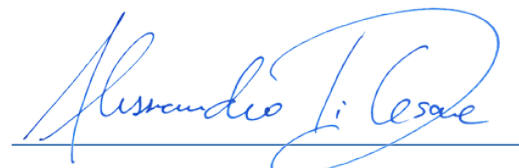
To Marc O. Lafleur,

I am writing you this letter in order to thank Store Urbain for their efforts and work at the MRC project. As you know, it was an extremely challenging project with intricacies and details that are seldom seen in the industry. Store Urbain's willingness and determination to help find solutions with Broccolini and our Architect was greatly appreciated. It was clear to me throughout the project that Store Urbain's primary intentions were to deliver a satisfactory product and leave a good impression with Broccolini (since it was one of our first major projects working together), and they did.

Broccolini was extremely pleased with the man-power that was provided by Store Urbain and their constant effort to help respect the schedule. Store Urbain collaborated willingly at the weekly P3S meetings and coordinated efficiently with the site team. Deficiencies were/are prioritized accordingly and are being treated in a timely fashion.

Overall we are extremely pleased with the work Store Urbain provided at the MRC project and I would highly recommend their services for future projects.

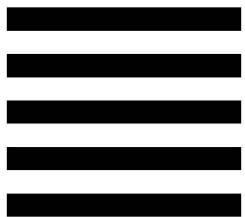
Sincerely,



Alessandro Di Cesare, Project Manager
Broccolini Construction Inc.

Cc: Jeremie Adel, Broccolini Construction Inc.
Despina Giouzelis, Broccolini Construction Inc.





STORE URBAIN

Contact

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Photo credit: Store Urbain