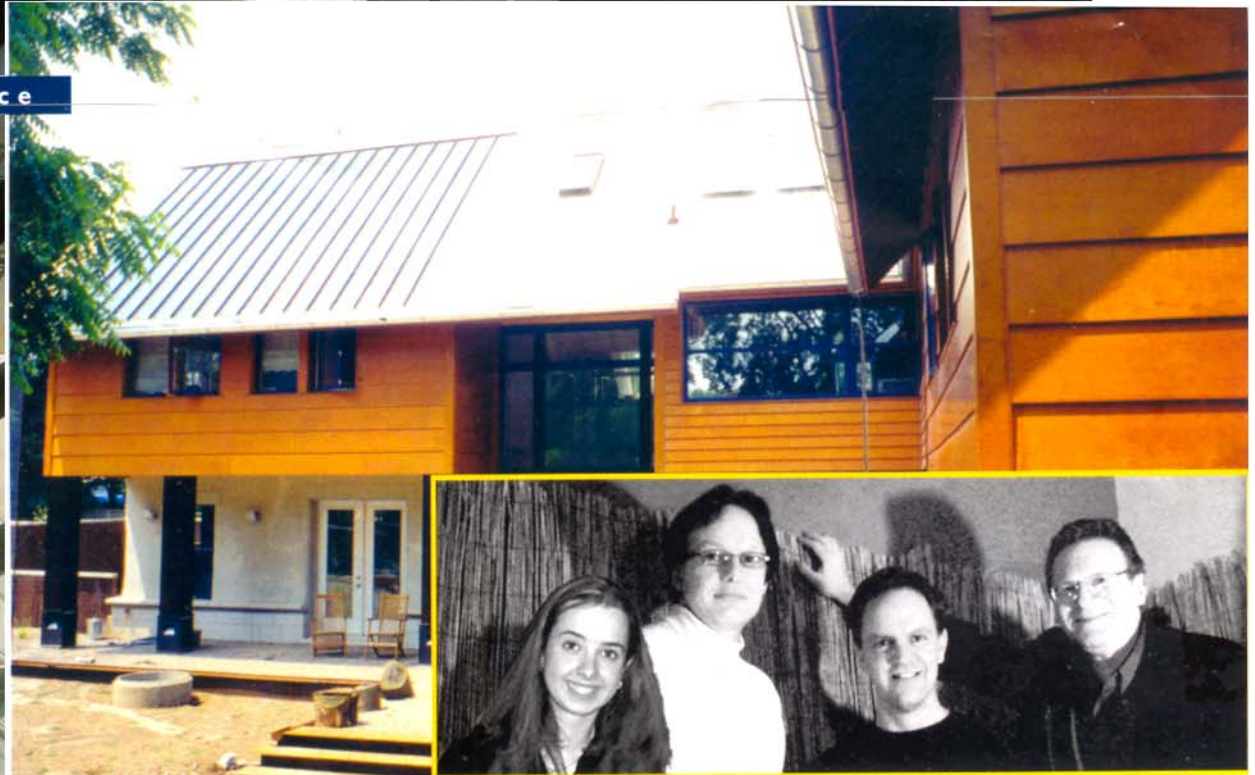


# Perspectives

## Practice



### INNOVATIVE PRACTICE AWARD

*This award recognizes architectural practices that use innovative techniques to enhance quality, effectiveness and professionalism.*

### AWARD

#### *Breathe Architects*

Here is an area where one might expect our profession to shine. Innovation is, after all, a concept that architects explore constantly in all aspects of practice: design, materials, detailing, construction, etc. But when it comes to the operation of the practice itself, evidence of innovation is sometimes a little harder to find. From a small number of entries in this category, one firm was judged to satisfy the admission requirements to a high degree: Breathe Architects.

For the judges, this category also presents unique demands. Where visual presentation carries much of the weight in the design categories, in business category submissions rely heavily on the written word. As a result, the judges are required to do a substantial amount of reading, followed by discussion – a kind of quick reading comprehension test for the judges.

The subject of this submission is the transformation of Martin Liefhebber Architect Inc. into Breathe Architects —

*An innovative transformative model, inspiring clients to become promoters of developing a sustainable built environment.*

This transformation occurs at many levels, from the scale of projects undertaken —

*The practice's transformation . . . enables us to respond to larger*

*scale building programmes. We see the relative smallness of the residential work completed thus far to be an essential part of this process.*

— to the architect-client relationship —

*Our practice is a think tank that allows our clients and ourselves to decompress and question what we have deemed an acceptable and comfortable "way of life".*

— to the promotion of sustainable materials and techniques —

*We see, as a logical extension, the need to promote more environmental sensitive living on a larger scale.*

In recommending Martin Liefhebber + Associates for this award, the jury found that not only was the written text convincing, but the visuals were also plentiful and appropriately selected, making the presentation that much more convincing.

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Feature – the OAA Annual Awards

People & Practices – servicing profession and community

Practice – employing innovative techniques

Ontario Places – renewing endangered places

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