



March 2004

**LILEO - 3rd UNCLE design is proud to announce the opening of a new retail design project**

The dramatic 7,000 square foot space in the historic *Gooderham and Worts* Distillery District of Toronto is the latest retail venture for owners Syd Beder and Alexandra Morgan, offering athletic fashion and lifestyle accessories designed to promote physical and spiritual well-being. 3rd UNCLE has designed custom display fixtures, kinetic chandeliers and a virtual interactive light fountain within the space, also incorporating a juice/tea bar with a patio. Using these elements LILEO has been conceived as part emporium, part gallery, and part event space within the restored warehouse.

3rd UNCLE worked with Syd and Alex in the past, having designed the *Lululemon Athletica* store on Queen Street West Toronto which was awarded the 2003 *Cadillac Fairview ARC* award for Outstanding Achievement in a new Canadian retail concept. 3rd UNCLE brought together a team of creative individuals in graphic design, web design and interactive technologies in order to develop the LILEO concept.

3rd UNCLE design has a reputation for innovative design in response to the requirements of a diversity of creative clients. Established in 1993 as a multidisciplinary design studio, it often works in collaboration with other artists. 3rd UNCLE's projects include retail stores & showrooms for *i-cii* & *Joseph Mimran*, restaurants and bars such as *Kubo* at the Toronto Dominion Centre, *Mint*, *Shanghai Cowgirl* & *JOV Bistro*, salons, spas & health clubs such as *Civello/Aveda* & *Totum*, exhibitions for *Roots Canada*, *American Standard* & the *Design Exchange*, studios & offices for *Palmer Jarvis DDB*, *Crush* & *MAC Cosmetics*, as well as custom residences. Its work includes the design of custom furniture & artifacts which are instrumental to the inhabitation of these spaces, such as *Advanced Concepts* for *Teknion Furniture Systems* and the line of "Biscuit" stools for *Pure Design*, sold currently at *Caban*. 3rd UNCLE design has won numerous awards and has been published nationally & internationally.

Current 3rd UNCLE projects include the reopening of the *Drake Hotel*, an international traveling exhibition for *Dove/Unilever*, concept design & implementation for a new national restaurant chain, renovation of the Canadian corporate headquarters of *J. Walter Thompson*, and new private residences in Toronto & Collingwood.



**3rd UNCLE design inc.**

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**LILEO** 55 Mill Street, Building 35, Gooderham and Worts Distillery District, Toronto, ON, Canada

### Credits

<b>Design concept and creative direction</b>	3rd UNCLE design
<b>Interior Design</b>	3rd UNCLE design
design team	John Tong (partner in charge) Mazen El-Abdallah
<b>Structural Engineering</b>	Read Jones Christoffersen
<b>Mechanical &amp; Electrical Engineering</b>	BK Consulting
<b>Construction Management</b>	Parallel Construction
<b>Millwork</b>	MCM
<b>Graphic Design</b>	Pod 10 with 3rd UNCLE design
<b>Audio visual and network systems</b>	
audio/visual	Sound Design
digital/web systems	Pod 10
<b>Site Specific Installations</b>	
Interactive Virtual Light Fountain	3rd UNCLE design in collaboration with Gorbet Design inc. Fabricated by MCM
Custom Kinetic Chandelier	3rd UNCLE design Fabricated by Zac Ridgely Studio Works



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