



DESIGNING
RESILIENT
COMMUNITIES
THROUGH
Lifescape



RETHINKING HOW WE SHAPE *Our Communities*

Our world is rapidly changing.

Now, when people leave their home, they do so with purpose, to foster relationships, to collaborate and create memorable experiences.

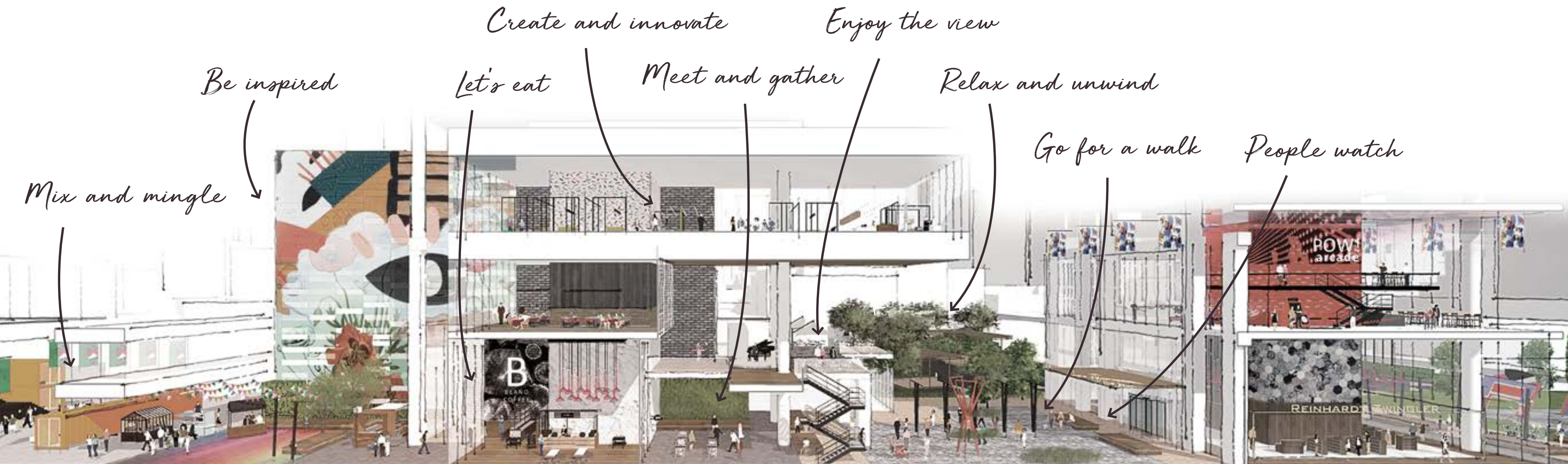
So by designing for these experiences, we create better connections between people and place and build environments where people will always want to be.



TURNING
STREETSCAPE
INTO

Lifescape

We bring a human-centric, experientially focused design methodology called *Lifescape*. We focus on creating ground-level, memorable experiences, and apply this approach to entire buildings, workplaces and communities.



LEVERAGE THE BENEFITS OF *Lifescape*

Our expertise helps clients:

1

Attract, diversify, and retain tenants

2

Increase the value of spaces and surrounding buildings

3

Increase foot traffic and overall dwell time

4

Create environmental, sustainable and healthy buildings

5

Design adaptable spaces and buildings that evolve as needs evolve

“

The attention that was paid to satisfy Kelowna's request for an interesting, interactive streetscape and world-class architecture was instrumental in securing the zoning with variances in less than 4 months”.

RUSS WATSON

North American Development Group

THE *Lifescape* JOURNEY

We consider the experience of the individual user, the operators, and the wider community. Our process connects the interior with the exterior, including storefronts, lobbies, streets, parklets and laneways to create engaging street environments.



1

COMING DOWN TO GROUND

immersing into the location, building an understanding of the neighbourhood and the local scene

2
PERSONIFYING THE PLACE
building an understanding of the people and the culture of the local community and how space can contribute and evolve



3

DEVELOPING THE STORY
bringing the value proposition to life through story telling and crafting stakeholder scenarios through the lens of the experience



4

GOING FOR A WALK
building the experience map, stitching in between moments, creating curiosity and intrigue



5

CURATING EXPERIENCES THROUGH THE SITE
informing design through the human experience at ground level; documenting the value proposition through the creation of the 'Lifebook', setting the roadmap for the project and demonstrating its full potential



6

PROGRAMMING THE SOFTWARE OF PLACE
embedding activation strategies that will keep the space between vibrant and animated



Human Experience

/ˌɪkˈspɪrɪəns/ [noun]

We believe the street creates a fabric for human-centered experiences where art, nature, wellness, inspiration and innovation come together.

BRINGING RESILIENCY TO LIFE THROUGH *Lifescape*

The District

CRAFTING A NEIGHBOURHOOD

THE STORY: Our client, Spear Street Capital, wanted to revitalize the former IBM Corporate Park in Calgary. We created street-to-street activation and incorporated new food experiences, a network of laneways and a courtyard around three existing buildings. We crafted the site to meet the evolving neighbourhood, attract high-end tenants, and increase foot traffic beyond 9-to-5.

What was once a challenging leasing environment attracted internationally-significant tenants, while also welcoming local small-business owners.

Our work transformed the leasing and marketability of this property and offered new possibilities for how Calgary's urban spaces can be used in the future.



Lifescape EXPERIENCES

- 1 **Arriving by bike** - cycling to a destination hub in the Beltline
- 2 **Gather in the courtyard** - a meeting place to experience events, art exhibitions, and music
- 3 **Stroll the laneway** - drawing passersby into the market shed and local food scene
- 4 **Be inspired** - immersed in art, design and sculpture through the murals and office lobby

[Read more about this project.](#)



One Water Street

BUILDING BEAUTY IN THE GROWING
CITY OF KELOWNA

THE STORY: Our vision was to incorporate Lifescape™ throughout the ground level, enhancing social connection and a sense of belonging, while creating spaces that encourage and celebrate interaction.

We collaborated with Kelowna's city planners through a shift in perspective on 'the art of the possible', and ultimately rezoned for greater height. An activated quarter-mile of streetscape added vibrant life to the ground, which the City supported. As city planners began to champion the attractive vision for the site's mixed-use potential, an approval process that may have taken a year, took the team just six months to achieve.



Lifescape EXPERIENCES

- 1 **Go for a walk** - along the widened, tree-lined side walks, enjoying the retail and food scene
- 2 **Relax in the public courtyard** - enjoy the rooftop gardens, dog park and fire-pit enclaves
- 3 **Take in the lake views** - from generous balcony spaces in the residential suites, creating courtyards in the sky
- 4 **Design your lifestyle** - through luxury resident amenities such as pools, health club, pickle ball courts or access to water sports

[Read more about this project here.](#)



Southbank

EVOLVING CALGARY'S OLDEST
NEIGHBOURHOOD AT HUMAN SCALE

THE STORY: Rather than impose a new identity on this heritage block, the goal of this project was to enhance the street's charm and character through public and resident amenities and a vibrant streetscape. By working closely with the Inglewood Community Association, Southbank achieves street friendly density with just five floors.

The residential portion of South Bank—62 apartments and seven laneway townhouses—reached 100% capacity during the height of the pandemic, out-performing the pre-pandemic projections.



Lifescape EXPERIENCES

- 1 **Stroll the laneway** - integrated with the existing community and local retail
- 2 **Enjoy the rooftop living** - providing a summer outdoor sanctuary with beautiful views of the city
- 3 **Feel inspired** - by the rhythm and scale of the historic neighbourhood bringing texture and street appeal

[Read more about this project here.](#)





Community

/kə'mju:nəti/ [noun]

Group of people that live,
linger, get inspired, and connect
together.

Meet our team

We have over 35 years of experience designing commercial, residential and mixed-use projects across Canada and internationally. Our portfolio consists of master plans, new builds as well as complex, phased renovations. We thrive on the complexity of challenging site configurations, multi-partner projects, phased sites and leverage our local market knowledge to simplify approval processes. Most importantly, we live in the communities we create and explore place from a user's perspective.

Get in touch to discuss how we can transform your project through Lifescape™.



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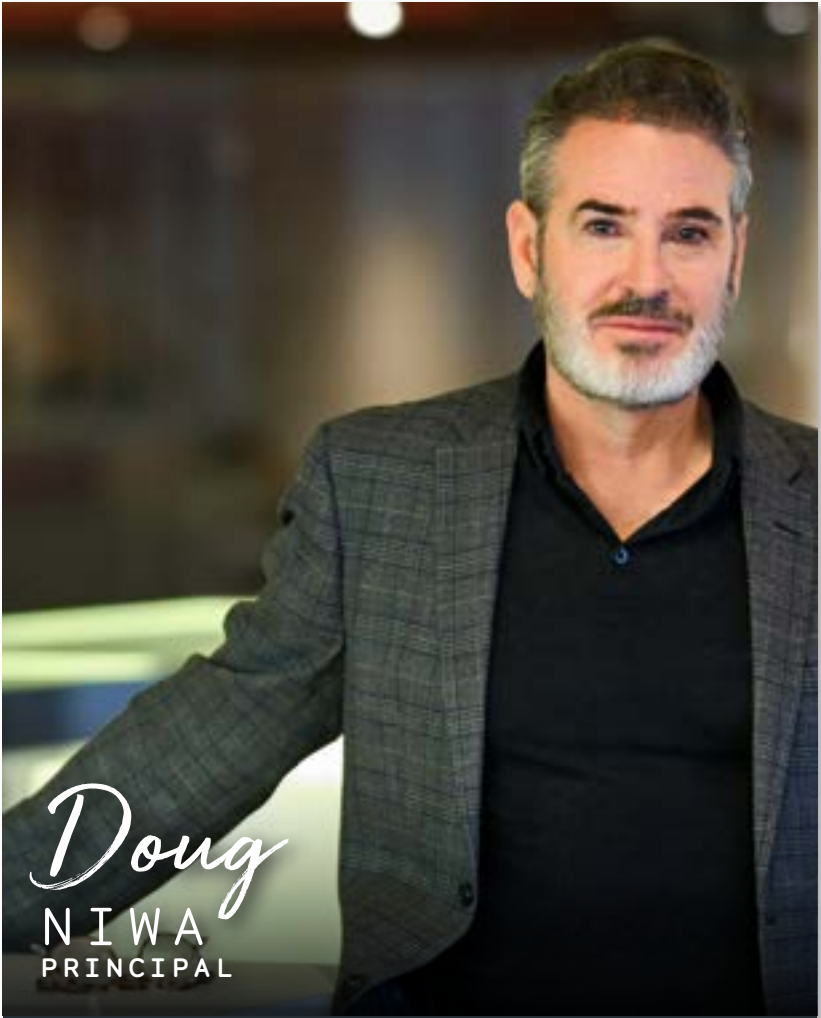
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ABOUT US

Enhancing communities through the power of design

As architects, designers, and planners, we champion people and apply design solutions that improve lives and create a deeper connection between people and place. With an insatiable curiosity for the world, we leverage our in-between thinking to make the invisible visible.

We operate globally from our offices across Canada and partner with our clients who are visionaries, passionate and courageous. Together we achieve results that make a difference to entire communities.

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