



*From our association to you ...*

# Happy Holidays

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Issue  
39

## SPECIAL EDITION

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# Year<sup>1</sup> 2017 at a glance

**A**s the weather again turns cold it is a familiar reminder that another year is coming to an end. It is at this time when our industry reflects on the year that was and begins looking forward to the upcoming year. In this special edition newsletter we will breakdown the year that was for MasonryWorx as the association was incredibly active throughout Ontario, working on behalf of its members in a bid to increase the usage of the masonry wall system. This newsletter will provide a brief insight of the activities of the association in 2017.

This year, MasonryWorx also embarked on a newly developed marketing and promotion strategy. This meant MasonryWorx was very active both on social media and at industry events. Highlights of the 2017 marketing and promotions efforts are outlined on page 4.



# MasonryWorx Design Awards 2017

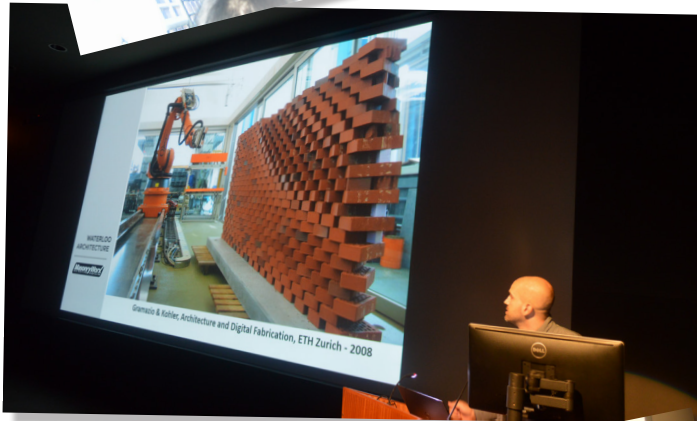
...a resounding success

The 2017 MasonryWorx Design Competition Awards Ceremony kicked into high gear on Thursday October 26 at the University of Waterloo, School of Architecture. The event which served as the awards ceremony for the top 3 winners of the MasonryWorx 2017 Design competition, and the unveiling of the 2018 contest saw close to 100 students, industry professionals and other guests in attendance, participating in an evening of networking and a cocktail reception.

Guest Speaker Oliver David Krieg, Research Lead at the University of Stuttgart, Institute for Computational Design and Construction Germany, led the evening with an insightful presentation on computational design and digital fabrication in architecture. His presentation was followed by professor David Correa's lecture on Architecture and Digital Fabrication.

The top 3 winners were awarded in which Rui Hu, designer of the Junction Commons walked away with the first prize of \$3000. In response to his achievement, Rui elaborates that "I think this competition is an amazing opportunity for students like us to explore the possibilities and aesthetics of masonry construction, which are downplayed in today's design courses".

The evening culminated with an announcement that MasonryWorx would be funding a 3-D clay printer for the School of Architecture, which the students will use to create conceptual modelling using clay.





# Marketing & Promotions<sup>7</sup>

This year MasonryWorx continued to work with Steve Maxwell, he created content which appeared in Canadian Contractor, Homes and Cottages and multiple nationally syndicated newspapers. Steve also pushed masonry content through his digital media platforms which targets key markets in the GTA and Ontario.

## Conferences and Industry Events<sup>7</sup>

**13th Canadian Masonry Symposium:** MasonryWorx was in attendance at the 13th CMS in Halifax. This provided opportunity for association staff from across Canada to begin a dialogue regarding effective ways to promote masonry wall systems in both a local and national context.

**OAA/RAIC Conference:** MasonryWorx hosted a lunch and learn on Design and Construction Considerations for Masonry Veneer on mid-rise wood-frame buildings. In addition, MasonryWorx was a sponsor at the conference allowing for great opportunities in getting pro masonry messaging to architects from across Canada.

**National Concrete Masonry Association (NCMA) State Executive Meeting:** In July, MasonryWorx attended meetings at the NCMA in Herndon Virginia. These meetings brought key decision makers from masonry associations across North America discussing collaboration in masonry promotion. Moving forward the group of state executives will work to develop a state alliance wherein open dialogue and resource sharing will be utilized to better promote the masonry wall system in North America.

**Association of Municipalities of Ontario (AMO) Conference:** In August, MasonryWorx attended the AMO conference in Ottawa. The conference allowed for face-time with key decision makers from both municipal and provincial governments.

**Spec Mix Regional Brick Layer:** MasonryWorx sponsored the 2017 Spec Mix regional brick layer competition for Ontario. This year's competition was broadcasted live on the MasonryWorx twitter page.

**Ontario Professional Planners Institute (OPPI) Conference:** For the third year, MasonryWorx was a sponsor at the OPPI conference in Blue Mountain. This year MasonryWorx released its newly completed policy document as a complement to an already existing policy piece. This new document provides planners with policy tools to achieve better built form in mid-rise buildings through the use of masonry. The conference gave the MasonryWorx's government relations team an opportunity to connect with planners having upcoming policy reviews. The association would like to thank the Canadian Concrete Masonry Producers Association for their continued support of this initiative.

**Concrete Council of Canada (CCC) Federal Lobby Days:** In October, MasonryWorx lead a delegation representing the masonry sector at the CCC lobby days in Ottawa. The lobby days gave the MasonryWorx government relations team an avenue to talk with numerous government officials and industry stakeholders regarding issues important to the sector as a whole.

**Inaugural MasonryWorx Progressive Masonry Design Competition:** In October, MasonryWorx wrapped up its 2017 Progressive Masonry Design Competition at the University of Waterloo School of Architecture. The Competition yielded a number of intriguing results which captured the imagination of our jury through the progressive use of masonry in a mid-rise context. MasonryWorx also proudly announced an on going partnership with the University of Waterloo School of Architecture, which includes the purchase of a 3D-caly printer. This printer will allow architecture students to begin engaging an important material in the masonry industry. The students will be able to apply their creative aptitude to a building material which has remained relatively the same throughout history. The printer itself possesses the ability to print full scale masonry units. MasonryWorx is excited to continue working with the University of Waterloo School of Architecture on this and other initiatives.

MasonryWorx will continue its momentum in 2017 in an effort to achieve results for members through effective promotion of masonry as a wall system. As always, we welcome our members' contributions to our campaigns through joining or providing feedback to any of our committees or board of directors. Thank you for your continued support and all the best to you and your family in the holiday season.