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MACKAY|WONG STRATEGIC DESIGN

Gordon Mackay (M.Arch.91) and Ron Wong (M.Arch.88) have developed an enterprise committed to creating memorable hospitality experiences. The creative team at Mackay|Wong Strategic Design passionately believes there is a greater need for more human contact, social connection, urban theatre and communal celebrations in our lives.

Mackay|Wong Strategic Design was founded in 1993, three years after Gordon and Ron's chance meeting at a TUNS grad gathering in Toronto. In the years leading up to the start of their practice, both Gordon and Ron worked with **David Plant (M.Arch.90)** in creating innovative and award winning restaurant concepts for the Pete & Marty's Restaurant chain throughout Ontario. This in-house experience would prove to be critical in preparing these future partners for the wide-ranging challenges they would face in building an internationally recognized hospitality design business.

After winning a design competition to create a restaurant concept for hockey legend Wayne Gretzky, the partners quickly capitalized on the media and industry attention garnered by their innovative design. Hip young club and bar owners hired them to attract Toronto's edgy social scene while at the same time corporate brands such as Hard Rock Café contracted Mackay|Wong Strategic Design to develop a new approach to the expansion of their concept throughout Canada.

The Mackay|Wong Strategic Design team offers their clients a creative resource that is capable of tackling design challenges associated with building a successful hospitality business. Last year the team was recognized for the Boiler House Complex with the 2004 Project of the Year award by the Association of Registered Interior Designers of Ontario (ARIDO) and as a finalist in the American Hotel and Lodging Association Gold Key Awards for Excellence in Hospitality

Design. The current creative team of fourteen includes **Denise Flemming (M.Arch.94)**. Several Dalhousie co-op students and **John Peterson (M.Arch.94)** have made guest appearances at the firm.

Over the past twelve years Mackay|Wong Strategic Design has completed more than 300 projects worldwide with a specialization in restaurants, hotel and casinos. The company has matured into a hospitality design studio that aims to effectively bridge the gap between architecture, interior design and graphic branding. Gordon and Ron can be contacted at 416 341 2348 or through www.mackaywong.com



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