



As the largest Canadian demographic moves into the age of retirement, there is a lack of housing that fits their needs and new life goals. There is an opportunity to provide a new model of living aimed at aging well in place.

At the same time, millennials buying their first home today are feeling increasingly financially squeezed. They are facing rapidly increasing housing costs that act as barriers to entering the financial market.

Add to that the fact that social isolation and feelings of loneliness are growing across all demographics and geographic locations. Social isolation is now being treated as a public health issue in nations across the world. In Canada, studies have found that one in five Canadians identify as being lonely. Part of the issue is that more and more Canadians are living alone - 28% of all households, 25% of seniors (Statistics Canada).

Mason Studio has developed a design-forward housing development that is meant to address multiple permeating societal issues, including: social isolation and loneliness, limited or ineffective housing options for an aging population and an inaccessible housing market for many millennials.



The concept encourages generations to connect, combine resources and foster a deeper community life together under one roof. Multi-generations live in different independent suites within a single townhouse yet remain connected. Each suite is designed to accommodate individual needs as they evolve with an overall emphasis on health, wellbeing, and community connection.

Interior spaces in the housing development consider varying needs and abilities of homeowners by integrating flexible and accessible room types that allow for multi-function, and adaptable elements. Semi-permeable elements like sliding partitions and doors, and other modular, movable components can be found throughout, so the design can support users' needs as they transition with age and mobility levels.





Programming shared spaces (for example, flexible fitness studios, courtyards and gardens) throughout the development, along with street-level retail, is envisioned to encourage foot traffic and interaction between both residents and the surrounding community. We envision retail as an essential component to help offset the costs for a development such as this.

Especially now, with so many issues around housing and mental health, we will need new flexible modes of living for a better future.



Based in Toronto, with a practice that spans the world, we specialize in a wide array of work. From award-winning luxury hospitality, retail, and multi-unit residential design projects, to experimental exhibitions, with every project, we seek to broaden our insights to enrich the lives of everyone we touch.

Our founding partners Stanley Sun and Ashley Rumsey, bring international experience and a distinct perspective to the design process that combines art and science. No matter the project scale, or the location, our belief that design can create meaningful experiences remains steadfast.