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mazyar mortazavi

BY SAMANTHA MARTIN

Mazyar Mortazavi is the President and CEO of TAS, a Toronto-based condominium development company that's taking sustainability and quality to a whole new level. Certified as a B Corporation – an accreditation that recognizes companies for their social corporate responsibility (CSR), TAS is the mastermind behind several developments including the much-anticipated DUKE Condos in The Junction. I spoke with Mazyar about what sets TAS apart from other developers and what the company has in store for 2014.



partnerships, the communities that we work with, and the lens of our Four Pillars. With respect to our building projects, we are often inspired by working in neighbourhoods that are on the verge of change where we can help to foster that change through the development cycle. Ultimately, it's hard to find one thing that inspires us as it's very much tied to our process of innovation that allows for new ideas to evolve.

Q What makes TAS stand out among other developers in the GTA?

The culture of our business is key to TAS. We're firm believers that your culture really starts to show in the quality of the work that you deliver. This quality is reflected in our building projects, but is also demonstrated by our commitment to social impact and our accreditation as a certified B Corporation. These things are at the forefront of who we are as a company. In essence, we have three social platforms that we focus on, environmental sustainability, accessibility to affordable housing and urban food security.



An example of green space in the courtyard of DIA Condos by TAS Design Build.

Q What are buyers of TAS homes sure to get out of their purchase?

I think fundamentally it's working with a developer that shares their values — that's first and foremost. Our focus is not to just sell our product. We engage in a process with people as they identify the kind of home and neighbourhood they want to live in. When people purchase a home from us, they are working with a developer, and buying from a company whose values align with their own. They're buying from a company that is making a positive change in the city that they're living in. For these people, what initially starts as a building will expand into a

neighbourhood and — if properly fostered — will evolve into a community.

Q What are TAS's Four Pillars of Sustainability™ and why are they so important?

When we think about city building, sustainability is about more than the environment. A sustainable city refers to how a city can endure, enhance, and improve itself long term. We see sustainability in the context of culture, society, the economy, and the environment, and our Four Pillars speaks to this. Our Four Pillars provide the lens through which we address problems and create impact.

Q What are some of the biggest challenges TAS has had to face as a development company?

There's a stereotype that all developers care about is the money that they make, and that they don't care about the neighbourhood or the communities that live in them. Some of the biggest challenges have been trying to overcome the stigmatization.

Q Where does TAS get its inspiration for new projects?

To a large extent, our inspiration is fed by our

Q What's in store for TAS in 2014?

We're going to be launching a new project in north beaches in early 2014; we're really excited about it. ☺