

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

issue 52 . volume 06  
APRIL 2012

- A AFFAIRS** How to engineer a perfect parliament
  - B BUSINESS** Wellington: a hub for commerce and creativity
  - C CULTURE** Filing pitch and rink-side with sport's top writers
  - D DESIGN** A Neutra residence nestled in the heart of LA
  - E EDITS** Lathering up Porto-style, a home in Malaysia and Subodh Gupta's last meal
- EXPO** Northern exposure: a 16-page portfolio on the Sámi

## On top of the world: Why the Sámi are in pole position

From Europe's High North **MONOCLE REPORTS** on a fresh model for people power – a survey of relaunched capitals and new parliaments

### NORTHERN LIGHTS

Five ways to come in from the cold and get yourself heard on the global stage

**01**  
Roaming charge: even nomads need funds for parliaments

**02**  
Herd instincts: keep traditions alive and antlers groomed

**03**  
Fighting talk: even smock wearers have to do battle

**04**  
National dress: who wouldn't want a cherry-hued bonnet?

**05**  
Talk the talk: 100 words for reindeer is good but keep adapting





# WINNING TEAM

## —Toronto

### Preface

A former sporting arena has been reborn in the centre of Toronto as the flagship store of Canadian supermarket Loblaw's. The city's traditional home of ice hockey now houses fresh produce. Monocle went to see if the crowds still come.

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Few things are as seared into the Canadian national psyche as ice hockey – it's a pastime, a point of international pride, and as close to a unifying cultural identifier as you can get in the country. So when Toronto's landmark Maple Leaf Gardens arena was bought up by grocery store chain Loblaw's in 2004, residents of the city paid close attention.

Though the arena had been out of use for over a decade, with the Maple Leafs hockey team upgrading to the larger Air Canada Centre, the Gardens remained an icon for Toronto. As a result, its transformation from pucks to produce faced a lot of opposition – but instead of buckling under pressure, Loblaw's seized the opportunity and interest from the public to push ahead with a flagship of its new urban supermarket model.

With the help of Australian design firm Landini Associates, the arena conversion was an opportunity for Loblaw's to create a new kind of store. "The first thing we endeavoured to do is to reimagine the large urban grocery store," explains executive chairman Galen G Weston, "the world is headed to small stores and we recognise the trend. But we think there's a place, if done the right way, for a large, market-like urban store."

On 30 November 2011, Loblaw's at Maple Leaf Gardens (MLG) opened its doors to a queue of hundreds, some who

