

Title:

Boiler-room (La Chaufferie), reheating the past

Abstract:

As an artifact from the past, the old Imperial Tobacco workshops are part of the Granby landscape since 1895. The following era and its societies are intriguing, and many are exploring the location for it. It is in the center of the Granby central community and the revalorization of the complex is making a name for itself. It is hosting multiple great community initiatives that are thriving.

One reuse project is striking positively with every of its orientations, La Chaufferie. Using the old boiler-room building as the production floor for its distillery operations and bar, it is also proposing a tourism tour that involves the past and the present. The tour is punctuated using comparisons between the previous usage and its current. Understanding of the industrial heritage is greatly part of the tour proposition, it is also a mark of its success. The production floor has been genuinely restored and is stunning, so has been the bar which is hosting cultural events as well. The communication would gravitate around the practices that are involved in the creation of the touristic tour of this sustainable enterprise.

The distillery boils more type of fluids than the old tobacco workshop did, interestingly, the visitors want to know about it. There is this secret tunnel that everyone heard about, but what is on the other side? To know the answer, a tour at La Chaufferie or a visit at the TICCIIH 2022 listening to Mathieu Lavoie is mandatory.