



Alumni News

Humber Institute of Technology and Advanced Learning



HUMBER

On the forefront of architectural technology

Humber grad and self-acclaimed Humber mouthpiece Darius Mosun has just returned from a symposium at Kean University in New Jersey. Darius, the CEO of Soheil Mosun Limited, was among other speakers, including key-note speaker Robert Kennedy Jr, offering their expertise and insight into the future of the architectural industry. Now, looking towards the future of SML amongst the raw materials of a plant currently undergoing a major facelift, Mosun explains his role in the development of over the past 16 years and his fond memories of and attribution to Humber.

Founded by his parents Soheil and Brigitta Mosun in 1973, Soheil Mosun Limited began as a sole proprietorship, one that would later become more than just a voice in the current sphere of truly visionary architecture, led by such icons as Frank Ghery and Daniel Libeskind. But the path Mosun forged for SML was certainly not easy street. Today the halls of SML are decorated with framed press coverage and coveted achievements, including a photo of a 12-year old Mosun happily working amongst the heavy machinery. "I've always worked for this company," explains Mosun. "It has been a long and challenging road to get where I am today; I was on the floor when I was young and later drove trucks when I was old enough."

Humber played a starring role in Mosun's success. A two-time graduate from both the Business Management and Technology programs, Mosun pushed to solidify his education and apply his Humber knowledge to the

great potential he saw for his family's company. Traditionally a supplier, SML now boasts itself as a company "exploring new modes of



Scale model of the new Jewish War Memorial, designed by architect Daniel Libeskind

communication on the cutting edge of collaborative spirit." A somewhat visionary statement, what exactly does collaborative spirit mean? Well bricks-and-mortar projects are becoming a thing of the past for SML, with such innovative and magnificent future landmarks as the Jewish War Memorial, designed by Daniel Libeskind who is the mastermind behind the stunning Michael Lee Chin Crystal, the latest addition to the Royal Ontario Museum in Toronto. SML strives to be involved from the time of the architect's napkin sketches and work between owners and architects to bring new and innovative projects to life, all the while minimizing

cost and maximizing output.

Unforeseen costs often arise when building, especially when dealing with unconventional architecture. "This constantly happens because of insufficient planning, a predatory approach to building and because owners want the best for the cheapest" explains Mosun. Anyone who knows Frank Ghery certainly connotes him with twisted metal and impossible angles. Soheil levels the playing field and figures out how to make it happen.

Now employing over 50 people, including artists, designers, the computer savvy and even an anthropologist, the face of SML is constantly changing. The design floor's layout doesn't stay the same for long, as equipment is shifted to make room for new technologies. From steaming vats of acid to water-sand blasters able to cut through eight inches of steel, there are not many projects that SML can't do.

Some of SML's most notable projects include work with the CN Tower, BCE Place, The MTV Masonic Temple, Acadia University and now the Jewish War Memorial. The future of SML is growth, and under the direction of Darius Mosun, the future is certainly bright.

Volume 2

January-March 2007

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Humber Quickies

- A new Humber campus is scheduled to open in Orangeville, ON in the fall of 2007. For more information, please visit Humber's homepage at www.humber.ca
- Humber was named one of the 50 best employers in the Greater Toronto Area by the Toronto Star.
- Humber has just opened a new digital newsroom and broadcast centre for journalism students.