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YONGE

CONDOMINIUMS ON YONGE
AT EGLINTON



The evolution of modern living

+

**A MODERNIST
SCULPTURE**

**THE GREAT
OUTDOORS**

**THE SINGULAR
YONGE/EGLINTON
LIFESTYLE**



AN ICON OF INTERNATIONAL STYLE ON YONGE AT EGLINTON AVE.

What is destined to become one of Toronto's truly iconic 21st century condominium towers will soon ascend fifty-six stories at 2221 Yonge Street. Emerging from a podium that meshes seamlessly with the Yonge/Eglinton streetscape, it's a tower with a decidedly modern pedigree. Thin, sleek, almost feline, 2221 YONGE's "look" is inspired by the most influential design movement of the last hundred years: International Style modernism. Among its leading practitioners, the legendary American architect I.M. Pei, whose son, Sandy Pei, of Pei Partnership Architects is the lead designer of 2221 YONGE, in collaboration with the renowned Toronto-based firm, Quadrangle Architects. A meeting of the minds, if you will, at Toronto's most eclectic corner.

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2221 YONGE is a slender, modern, elegant pentagonal tower rising atop a six-storey podium that is totally integrated into the busy Yonge and Eglinton streetscape.



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Because the neo-modernist architectural aesthetic of the building is so strong, so riveting, the interiors quite naturally, pay homage to the architecture.



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The sixties gave modernism its sex appeal. That most iconic of decades was the cultural backdrop against which the International Style became the dominant design language of an era.



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THE GREAT OUTDOORS

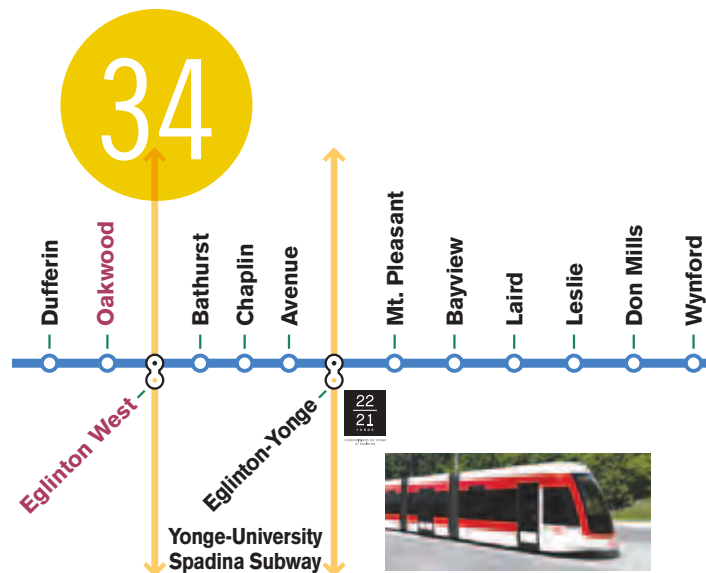
For all its intensely urban setting, 2221 Yonge is a refreshingly green building with a wealth of abundant and unique outdoor recreational spaces, including the magnificent Halo Rooftop Terrace with sweeping panoramic views.



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YONGE & EGLINTON NEIGHBOURHOOD

Yonge and Eglinton is surrounded by some of Canada's most coveted neighbourhoods: Forest Hill to the west, Lawrence Park to the north, Leaside and Bayview to the east.



THE CROSSTOWN LRT

With the completion of the Crosstown LRT, Yonge/Eglinton will be one of just a handful of subway interchanges that allow you to travel in all directions: north, south, east and west.



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Q&A WITH MARK M'EWAN

For over two decades North 44 has been considered one of Toronto's top restaurants as well as the launching pad for famed chef Mark McEwan's extraordinary career.



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STYLE IN THE CITY

The neo-modern movement finds expression in award-winning designers Munge-Leung's timeless palette of bold colours, textures and finishes in the elegant interiors.



A SLENDER ELEGANT PENTAGONAL TOWER

WHEN SANDY PEI AND HIS COLLEAGUES AT MANHATTAN'S PEI PARTNERSHIP ARCHITECTS WERE GIVEN THE COMMISSION TO DESIGN 2221 YONGE, RUSSELL MASTERS, THE VP OF TOWER HILL, GAVE THEM A FREE HAND WITH ONE CAVEAT: he didn't want another one of those ubiquitous glass boxes that seem to be everywhere.

Taking those marching orders as gospel, Sandy Pei delivered the antithesis of a box. Instead, 2221 YONGE is a slender elegant pentagonal tower that sits askew from a six-storey podium which is totally integrated into the busy Yonge/Eglinton streetscape. Pei is quick to point out, this unique structure emerged from the demands of the site itself, as well as ideas that he and his team picked up while researching Toronto's modernist towers from the 1960s.

A MODERNIST SCULPTURE



For Pei, 2221 YONGE is actually two buildings: the six storey podium and the fifty-storey tower. Situated in the middle of a busy block, the architects believed it was vital to extend the street wall on Yonge, so they decided the best solution was a simple clean box that at grade provides for a grand entrance to the condominium and some retail as well. On the east side of the building, they created an additional entranceway with a grand porte-cochere for auto drop-offs and entry to the underground garage. Bridging the east and Yonge Street entrances is 2221 YONGE's magnificent lobby which has a stunning glass-enclosed garden as its focal point.

If the podium's role is to relate seamlessly to its Yonge Street site, it is the soaring slender tower that will give the condominium its unique and singular presence on the mid-town skyline. And here, again, its five-side pentagonal shape was a response to the site. Among the designers' chief concerns was to maximize the views

for all residents, so they decided to angle the south side of the building away from its neighbour. The north side retains its even façade.

2221 YONGE's unique shape is also an expression of the way the designers decided to "marry" the podium and tower on the seventh floor, which is the location of the complex's two-storey high amenity space. To create a distinct sense of separation between 2221 YONGE's two elements—the podium and tower—and to create interesting pockets of outdoor recreation space, the tower sits askew from the six storey podium, a decision that further enhances the slender profile of the tower on its north and south sides.

“ 2221 YONGE'S EXQUISITELY SCULPTURAL SHAPE IS ONLY ONE OF ITS DISTINGUISHING CHARACTERISTICS. ”

“We really wanted to accentuate the difference between the two because it would add to the sculptural quality of the building, wide and expansive on its south and north facades, thin and lithe on its east and west sides,” observes Pei. “The fact that we twisted, or canted the south façade a little bit, created a secondary geometry that's different from the podium's and helps give the building its unique shape.”

But 2221 YONGE's exquisitely sculptural shape is only one of its distinguishing characteristics; the other is the building's unique skin, a series of glass and precast cantilevered balconies that continuously wraparound around the building. And the pedigree of the idea is distinctly Torontonians. At the beginning of the project Pei was shown a number of Toronto apartment buildings from the 1960s that used balconies as an integral part of the structure, in particular the Tower Hill complex at Spadina Road and St. Clair Avenue. “Those balconies weren't added on as an afterthought, they actually expressed the building,” says Pei, “and we wanted to capture some of that spirit.” They succeeded, brilliantly. Unquestionably 2221 YONGE's expressive balconies give the building its singular look. They are what

you “read” from the street—because the windows, themselves, are set back from the balconies. Sandy Pei further determined that the balconies could be “a modulation device” to give the façade animation and personality. That was achieved by designing a unique balcony balustrade with alternating white precast and glass sections, thereby creating zones of privacy and transparency on the south face of the building. The spacing of the solid and clear tabs changes from one floor to the next in three floor sequences, which results in the façade “reading” from the street like a Morse Code path. Not only is the result uber cool, it gives the facade, as Pei suggests, “a very animated expression.”



A NEW DESIGN AESTHETIC

STUNNING ZEN-INSPIRED LOBBY

WHEN RENOWNED DESIGNER ALESSANDRO MUNGE, OF MUNGE LEUNG, started thinking about the interiors for 2221 YONGE, he made one critically important decision. Because the neo-modernist architectural aesthetic of the building was so strong, so riveting, he wanted the interiors to, quite simply, pay "homage" to the architecture. "I didn't want anything fussy, or overly decorative, or try to juxtapose one approach against another. I wanted to keep the transition from the exterior into the interior very fluid and seamless. 2221 YONGE is not interior decorating, it is interior architecture."



Nowhere is Munge Leung's vision more clearly on display than in the stunning ground floor lobby that can be entered from the principal pedestrian entrance off Yonge, or from the auto entrance under a cantilevered porte-cochere on Cowbell Lane, on the east side of the building. On an axis with each other, the entrances bookend this dramatic linear space. With its floor to ceiling curtain glass walls on both sides, the Lobby is a visually transparent pavilion with a steeped Zen garden, enclosed in glass, as its focal point. As Munge notes, "The garden is the 'Wow!' factor in the design," and he believes nothing should overly distract from this verdant centerpiece.

“ THE LOBBY IS A VISUALLY TRANSPARENT PAVILION WITH A STEEPED ZEN GARDEN, ENCLOSED IN GLASS. ”

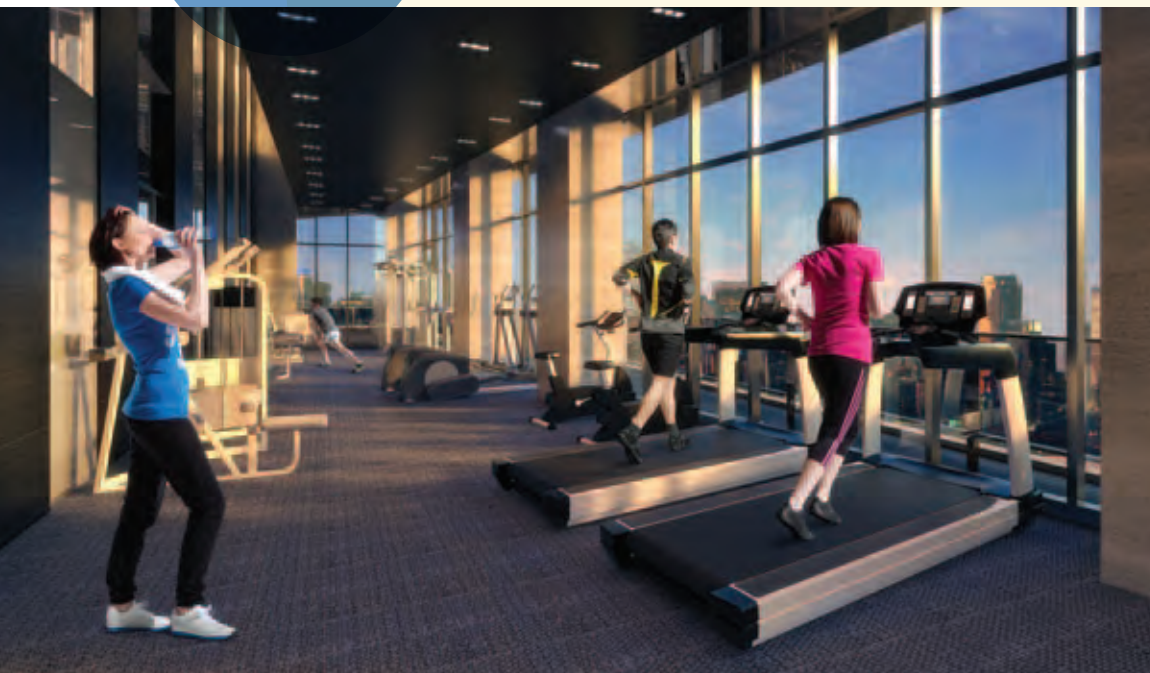
What does distinguish the space is the luxuriousness of the materials that compose it, its simplicity, and its elegance: a colonnade of stone columns frame the garden, an Algonquin stone floor, a ceiling in wood, a dramatically long reception desk in stone, or wood, and detailing in polished metal, or stainless steel. Among the lobby's most intriguing design gestures is a ribbon of glass floor abutting the walls framing the garden that will permit natural light to cascade down into a mezzanine-level spa. "I want everything to be natural, organic, uncluttered, holistic" says Munge.

And to keep the interior spaces clean, classic, timeless, Munge envisions contemporary Italian furniture, or perhaps some classic furniture pieces from the International Style. "Clean lines, nothing fussy, nothing overdone." And any art chosen for the space will complement this modernist aesthetic. Possibly a colour field painting, in the style of a Jack Bush, or Claude Tousignant distinctive circle paintings.

LOBBY
LOUNGE
←

“ THE WELLNESS
THEME CARRIES
THROUGH TO
THE STATE-OF-
THE-ART FITNESS
STUDIO AND THE
SERENE SPA. ”

→
WET SPA
↓
FITNESS CLUB



The Lobby's aesthetic will be reprised on the Seventh Floor amenity spaces and in the mezzanine-level spa. "There will be one design language for the whole building," says Munge, "but because so much of the Seventh Floor amenity level is outdoor space, we want a seamless experience between the interior and exterior." The centerpiece of the Seventh Floor is a glass-walled two-storey high Lounge overlooking a large terrace facing Yonge Street. That room will host anything from large parties, to intimate get-togethers, and in the season of alfresco living, residents will move between the indoor and outdoor spaces effortlessly. The wellness theme carries through to the state-of-the-art fitness studio and the serene spa. Next to the Lounge are a smaller Bar/Lounge and then a Private Dining Room, with a show kitchen. Other Seventh Floor amenities include two side-by-side Media/Gaming Lounges with built-in TVs and a mini-bar, a Pilates Studio and a Fitness Room.



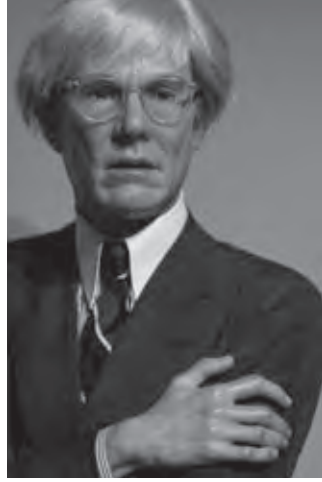
CLUB MOD



The expansive outdoor terrace overlooking Yonge Street has also been divided into a series of rooms separated by planting material. At each end of the terrace is a social space with cabanas, tables and barbeque stations for alfresco dining and in between, two outdoor lounges whose focal point is a linear outdoor fireplace. As in the ground-floor Lobby and the mezzanine-level spa, the Seventh Floor amenity spaces will be natural, organic, holistic, with furniture whose clean lines and sleek styling evoke the era of International Style Modernism.

“ AT EACH END OF THE TERRACE IS A SOCIAL SPACE WITH CABANAS, TABLES AND BARBEQUE STATIONS. ”





Andy Warhol (August 6, 1928 – February 22, 1987)



Diamond Lound



Advertising poster illustrated by Waldemar Swierzy, 1964

THE SIXTIES AND THE STATUS QUO JUST DIDN'T GET ON. MARTIN LUTHER KING MARCHED ON WASHINGTON. FEMINISTS BURNED THEIR BRAS AND TWIGGY WORE MARY

THE MODERN MOVEMENT



QUANT'S MINI-SKIRT. WARHOL PAINTED MONROE AND THE STONES WARBLER THEY DIDN'T "GET NO SATISFACTION." BUT, IN REALITY, THE SIXTIES WAS ONE GIGANTIC PARADIGM SHIFT WHERE ARCHITECTS, ARTISTS, MUSICIANS, PAINTERS, FURNITURE DESIGNERS "BLISSSED OUT" ON EXPERIMENTING WITH NEW THINGS FOR THE FIRST TIME.



THE SIXTIES – GAVE MODERNISM ITS SEX APPEAL.

That most iconic of decades, The Sixties, was the cultural backdrop against which the International Style became the dominant design language of an era. Its greatest monument, the Seagram Building, was completed just as the decade was about to blast-off. The Sixties was the Bad Boy Decade of the 20th century—it broke the rules (Woodstock) and burned the schools (Stanley Kubrick's A Clockwork Orange).

Marilyn by Andy Warhol



Tulip Chair, Eero Saarinen 1953-58

modernart

In the art world abstraction was all the rage. Vast colour field canvasses by Kenneth Noland, or Jules Olitski adorned the offices and apartments designed by International Style modernists like Mies, Pei and Philip Johnson. Ditto in Canada where masters like Toronto's Jack Bush or Montreal's Claude Tousignant created canvases that were symphonies of colour, circles within circles. In the world of furniture design the creative juices surged as well. Designers like Charles and Ray Eames, Eero Saarinen, Harry Bertola and others created iconic chairs for folks to sit and contemplate the meaning of modern art.

Among the classic pieces of the period was the Eames Lounge Chair. Fabricated from moulded plywood and leather, the piece's official name is the Eames Lounge (670) and Ottoman (671).



Roy Kuhlman, Illustrator



Austin Mini Cooper, 1960's

Another is Saarinen's Tulip Chair, a classic of industrial age modernism. Fabricated in fiberglass and base aluminum, this curvaceous slightly space-agey chair was the perfect perch to watch mankind orbit Planet Earth for the first time. And then there was Harry Bertola's Diamond Lounge Chair. Made by bending metal rods, the chair's fine filigree gives it the illusion of delicacy. But it's actually one tough cookie. Like the decade, itself. The Modernist Movement also gave us the Mini, and although its revolutionary automotive design had utilitarian origins, this 60's era classic has become a modern-day icon.

One of the basic tenets of the International Style is "Less is More." But in The Sixties, More Wasn't Nearly Enough.

“ IN THE ART WORLD ABSTRACTION WAS ALL THE RAGE. ”



Eames Lounge (670) and Ottoman (671)

THE GREAT OUTDOORS

HALO
ROOFTOP
LOUNGE



FOR AN INTENSELY URBAN SITE LIKE 2221 YONGE STREET—ACROSS THE STREET FROM THE TTC AND THE NEW CROSSTOWN LRT AND LOCATED ON A MAJOR ARTERIAL ROAD—THE 2221 YONGE CONDOMINIUM IS A SURPRISINGLY “GREEN” BUILDING, WITH ABUNDANT, AND UNIQUE, OUTDOOR SPACES AND GARDENS. That becomes vividly and graphically apparent as soon as you approach the building on Yonge: Behind its floor-to-ceiling curtain-wall facade on the ground floor is a sloping Zen garden that is the epitome of serenity.



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7TH FLOOR
OUTDOOR
TERRACE

Constructed on the roof of the access ramp to the underground parking, the garden is framed on two sides by a colonnade of floor-to-ceiling windows. Open to the sky, the garden is “technically” outside, but its intensely intimate relationship with the lobby almost gives the illusion it’s inside. As 2221 YONGE landscape architect Paul Ferris observes, “We’re bringing the outdoors indoor, and it’s a very strong visual element, almost like an art piece.” Complementing the lobby’s Zen garden is a delicate planting bed on Yonge.

Possibly an even more dramatic outdoor space is the roof garden carved out of the sloping roof on the 56th floor of 2221 YONGE. Open to the air above, the garden is sealed to the elements on its north and south sides with vast expansive windows, which allow residents to enjoy forever vistas of the city skyline and the lake. “Without putting a glass skin on the walls of the terrace, you’d have to strap yourself in to enter the space because of the wind,” explains Ferris. Long banquettes will line the garden’s edge, permitting residents to look out over the city in style, or look into the serene passive tranquility of this one-of-a-kind garden-in-the-clouds.

The final green element at 2221 YONGE is the extensive terraces bordering the amenity spaces on the Seventh Floor. To Quadrangle Architects’ Les Klein, the project’s executive architect, 2221 YONGE is like a Doric column (the tower) attached to a base (the podium). And the tower, sitting slightly askew on its base, permits much of the podium roof to become open space. Though the terraces wrap around the tower, the designers have maximized the outdoor space to face Yonge Street. As envisioned now, this space will be artfully divided into a series of “outdoor rooms” separated by planting material. At each end of the terrace will be a social amenity space with cabanas, tables and barbeque stations and in between, two alfresco lounges facing a linear outdoor fireplace. A perfect setting to kick back, relax and enjoy summer in the city. And, weather permitting, fall and spring too.

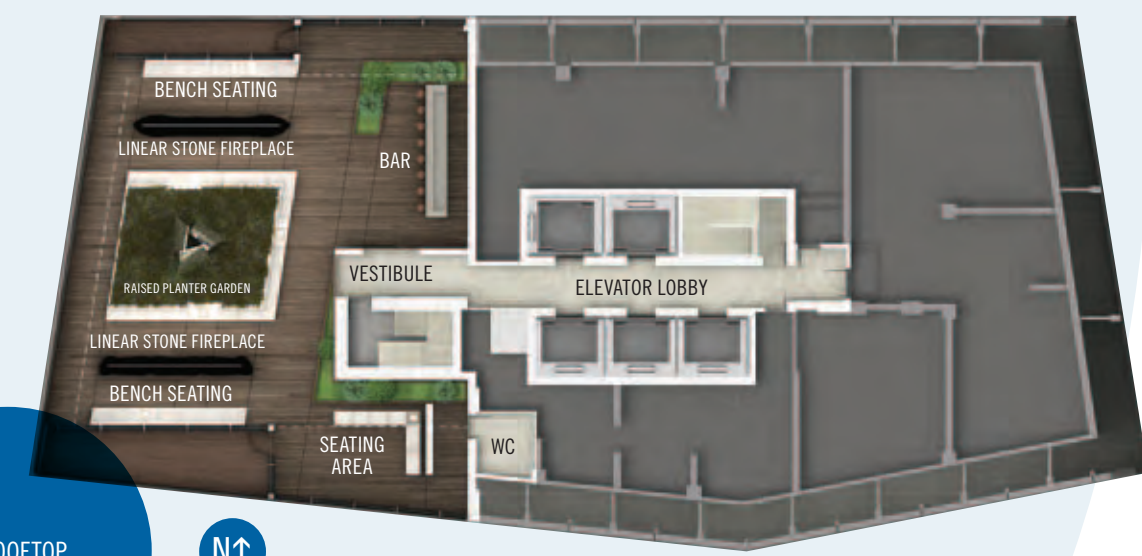
7TH FLOOR
AMENITIES



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“ LONG BANQUETTES WILL LINE THE GARDEN’S EDGE, PERMITTING RESIDENTS TO LOOK OUT OVER THE CITY IN STYLE. ”

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HALO ROOFTOP
LOUNGE



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SOUTH VIEW





YONGE

THE URBANE VILLAGE

WHEN DAVID RUSSELL DECIDED TO ROLL OUT HIS SPORTING LIFE franchise nationally, he asked his database research company to find locations in Canada's major metropolitan centres that mirrored his Yonge and Eglinton flagship site. Sometime later they reported back empty-handed with a simple message: the Yonge and Eglinton neighbourhood is totally unique in this country. Nowhere else matches its singular profile: very high income demographic, a compelling mix of young, old and everyone in between, folks raising families, twenty-somethings relishing their young and eligible lifestyle and well-established professionals living with their kids in single-family homes, luxury condos and high-end rental apartments.

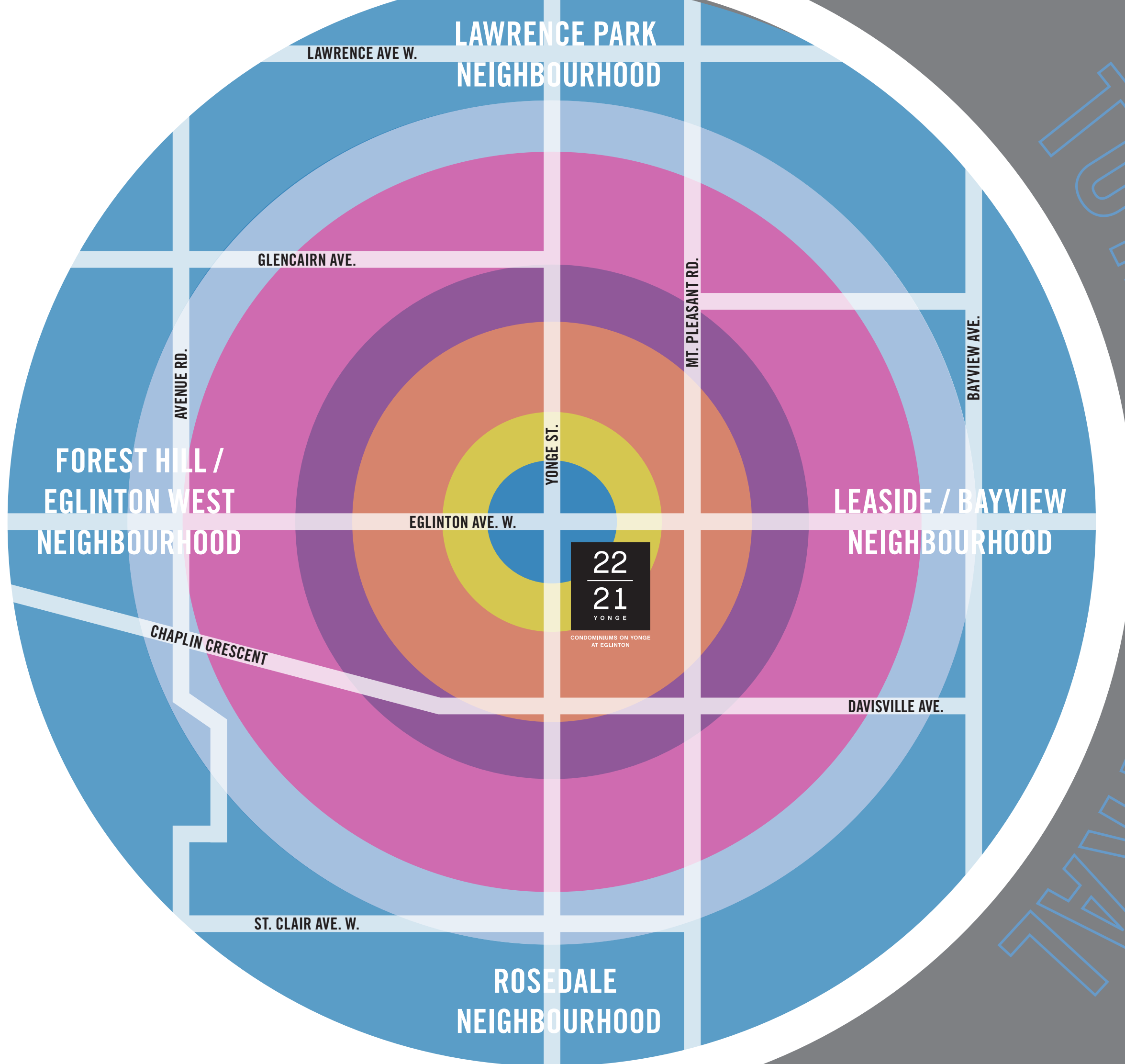
Anyone buying property here is getting a piece of Canada's prime residential real-estate play. And it's only going to get better. Right now, Yonge and Eglinton is in the midst of a massive metamorphosis as one stunning condominium community after another welcomes new residents. When this makeover is complete, the district will be infinitely more urban, and urbane, without in anyway diminishing the neighbourhood's small-town vibe.

Indeed, this district enjoys the best of both worlds: big city attractions and a small-town sensibility. Mind you, one of the area's key calling cards has always been its "downtown vibe"—midtown. And nowhere is that more apparent than in the few blocks on Yonge Street, north and south of Eglinton. And a few blocks on Eglinton east of Yonge. Sure, all the name brand chains are here: Indigo, Roots, Starbucks and more. But it's the one-of-a-kind shops and boutiques, bars and restaurants that give the 'hood' its unique ambience.

For men's wear, try Carbon, once described as akin to walking into the owner's closet because the clothes' lines are so, well, sui generis. Think labels like True Religion, Citizens of Humanity and Justin Timberlake's hard-to-find William Rast collection. For women's clothes the range is equally eclectic, and elegant, with stores like Bela or Dash, and for expectant mothers, Kick and Becoming.

& EGG

“ THE DISTRICT ENJOYS THE BEST OF BOTH WORLDS: BIG CITY ATTRACTIONS AND A SMALL-TOWN SENSIBILITY. ”



TOTALLY GENTRAL

YONGE AND EGLINTON, THE EPICENTRE OF TORONTO, IS SURROUNDED BY SOME OF CANADA'S MOST COVETED RESIDENTIAL ENCLAVES: Forest Hill to the southwest, Lawrence Park to the north, Leaside and Bayview to the east and Rosedale to the south. A few blocks in either direction from the centre yields a fascinating variety of choices to inspire all the senses: the city's most celebrated gourmet eateries, brand name fashions, coffee bars, cocktail lounges, fitness emporiums, designer furniture, verdant parks and trails.

At the site of the original Sporting Life location is Au Lit, a treasure trove of bed linens and bath ware. Further up the street is Mercer and Prince, which retails exquisitely crafted home accessories. Aficionados of fine dining can make their way to establishments like North 44 and Pronto, Grano and Grazie. Among the many bars and clubs are Alleycatz Live Jazz Bar for those who like a little syncopation with their dry martinis, or the legendary St. Louis Bar & Grill where live music comes with the chicken wings. A few blocks away are two scenic parks, the Sherwood Park and Eglinton Park. And just 5 minutes to the south is the Kay Gardner Trail, a favourite with hikers, joggers and dog walkers.



“ FOR THOSE WHO LOVE THE NIGHTLIFE, THERE’S NO NEED TO GO DOWNTOWN; MIDTOWN YONGE AND EGLINTON LOVES TO PARTY-ON, TOO. ”

The bar and restaurant scene is truly eclectic — there’s something to suit everyone’s culinary inclination. Notable eateries include the Franco-Italian Alize and Japanese Ajimi Sushi. The list goes on and on, as do establishments to slake more special cravings. Have a sweet tooth, try Coco Roque, a chocolatier-to-die-for, or hankering for an exotic Nepalese brew, try Himalayan Java.

For those who love the nightlife, there’s no need to go downtown; midtown Yonge and Eglinton loves to party-on, too. Word to the wise: arrive early if you want a spot on their summer patio. And if you like your “cheers” really close to home, the uptown branch of prime-time meet-and-greet bar, The Keg, opened literally next door to 2221 YONGE.

Finally, for those who love the outdoors, this is one of the city’s sweet spots. Just a few blocks away is one of the area’s largest greenswards, Eglinton Park. Created in 1926, it is one of Toronto’s largest athletic fields with two baseball diamonds, soccer pitches, a splash pool and a kids’ playground. A few blocks east is Sherwood Park, one of the largest remaining protected nature areas in the city. The park enjoys the distinction of being a small remnant of the vast Great Lakes/St. Lawrence Forest that once covered the whole region and some of its trees are over 150 years old. So, how green is Yonge and Eglinton? Enough to make it the envy of other ‘hoods.’

HIGH CULTURE & CUCINA RUSTICA

ROBERTO MARTELLA & GRANO



The Yonge/Eglinton neighbourhood is home to many famous restaurants—and then there's Roberto Martella's Grano. With its distinctive Tuscan countryside décor and its delicious cucina rustica it is, of course, the quintessence of the classic Italian restaurant. But Grano is much more than a place to break bread and tipple chianti, it is also a place to nourish your brain and your soul. "When we opened our place back in 1985 my wife and I definitely wanted to have a cultural component to the restaurant," says Grano's ebullient patrone, Roberto Martella. The beginning of Grano's now famous speaker's series began relatively inauspiciously when Martella's friend, the great urban thinker Jane Jacobs told him she was eager to meet the philosopher TK, who was visiting the city. Martella arranged the historic encounter with a lively public debate between the urbanist and the philosopher as its centrepiece. For a small stipend, dinner included. Since then a veritable Who's Who of the world's leading writers, thinkers and philosophers have beaten a path to Grano to exchange ideas and savour Signora Martella's great cuisine. For his cultural efforts, Roberto Martella was awarded the first Jane Jacobs Prize for city building. And we'd add, for Yonge/Eglinton building.



“WHEN WE OPENED OUR PLACE BACK IN 1985 MY WIFE AND I DEFINITELY WANTED TO HAVE A CULTURAL COMPONENT TO THE RESTAURANT.”



“WE WERE ALWAYS INTERESTED IN SPORTS THAT HAD A FASHION COMPONENT.”

“The” place-to-be on any given Saturday afternoon in the Yonge/Eglinton neighbourhood is Sporting Life, where seemingly most of Toronto's fashion-conscious jocks are queuing up to buy Lacoste tennis jerseys or the latest state-of-the-art squash racquet. Sporting Life is unquestionably the most iconic retailer in Yonge/Eglinton and, unlike other name brand stores in the area, the Y/E neighbourhood is its home, where this retailing phenomenon was launched.

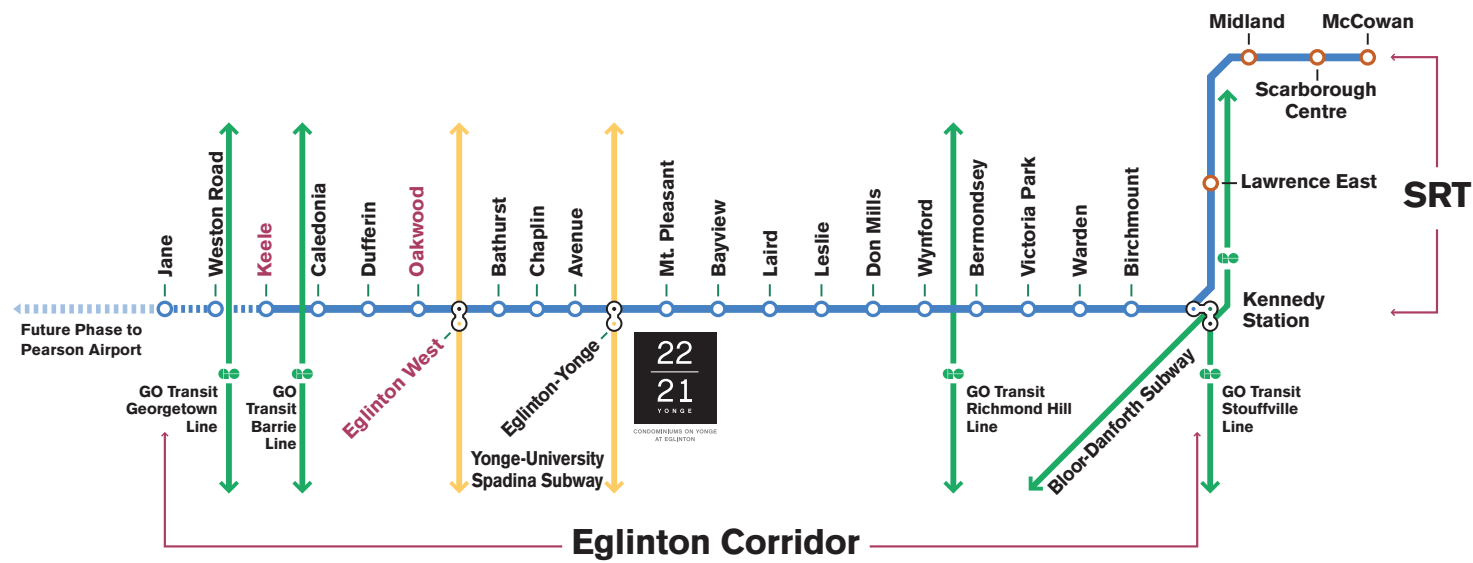
Many consumer experts believe that Sporting Life invented a whole new retailing genre: “Fashletics,” the market space where sports meets fashion. “We initially were going to only sell high-end skiing equipment, but the need to be a year-round operation resulted in us adding tennis and other racquet sports,” explains Russell. “But we were always interested in sports that had a fashion component, we were

never interested in team sports like hockey.” David Russell's predilection for “lifestyle sports” was clearly a good fit for the high-end demographic in Yonge/Eglinton. “They got it, immediately.” But the transformation of Sporting Life from a jock shop to a fashion emporium was also a bit fortuitous, a combination of luck, good timing and the talent to seize an opportunity when it presents itself.

“One day I got a call from my Lacoste rep saying they had too many shirts in stock and asked if we wanted the colours.” Up until then, he'd only sold “tennis whites.” Taking a flyer, Russell agreed, and the colourful Lacostes flew out of the store. Presto, he had a “new” business model. Calls went out to Ralph Lauren, Burberry and other big name fashion brands and a new retailing genre, fashletics, was born—right here at Yonge & Eglinton.

LOCKER ROOM CHIC

DAVID RUSSELL & SPORTING LIFE



“PEOPLE-
ON-
THE-MOVE”

CROSTOWN LRT



THOUGH IT'S THE ULTIMATE REAL-ESTATE CLICHÉ, LOCATION REMAINS ONE OF THE PRINCIPAL PITCH POINTS WHEN BUYING, OR SELLING A HOME. A NUMBER OF THINGS DETERMINE A GREAT LOCATION—SCHOOLS, PARKS, SHOPPING, ETC.—BUT ARGUABLY NONE IS MORE IMPORTANT THAN TRANSPORTATION.

How easy is it to move around the city, or the region from where you hang your hat? On that critical question, we'd argue that 2221 YONGE is nonpareil, without equal. How so? Well, it's more or less at the geographical centre of the Metro Toronto; it's a major hub on the Yonge subway line, with major bus routes fanning out from the station. But here's the kicker: with the completion of the Eglinton/Crosstown LRT, now under construction, Yonge/Eglinton will be one of just a handful of subway stops that allow you to travel in all directions: north, south, east and west. When completed, the line will have 26 stations in total, with its western terminus at Black Creek Drive and its eastern at McCowan Road in Scarborough. Eventually, it's projected the Eglinton/Crosstown will terminate at Pearson Airport, at one end, and the Kennedy subway station, at the other, where it will connect with the TTC's Bloor/Danforth line. For the future residents of 2221 YONGE, just walking across the street accesses all this "people-on-the-move" convenience.

ONE ON ONE WITH MARK McEWAN OF NORTH 44)°



For over two decades North *44 has been considered one of Toronto's two or three top restaurants as well as the launching pad for famed chef Mark McEwan's extraordinary career. Today his empire includes such see-and-be-seen eateries as One, in Yorkville, Bymark, in the Financial District, and the more recent Fabbrica, as well as his new food emporium, McEwan, in the Shops at Don Mills, the upscale mall about a seven-minute drive from Yonge & Eglinton. But Chef McEwan clearly retains a special affection for his first-born, North *44.

Q *Why do you think North *44's popularity has been so enduring?*

MARK McEWAN:

Well, after 23 years I guess we've become something of an institution. And I think that maintaining a certain formality to the dining experience has played a part, the white table clothes, etc. Most other places have gone very casual, but I think there will always be clients who want fine dining in an elegant environment.

Q *Has the food, the menu changed much over the years?*

MARK McEWAN:

Our fundamentals are the same. Try to buy the best in the market. Try to be current without being confusing. We aim for a very high level of service. And our menu is respectfully seasonal, or as much as you can be in our Ontario climate.

Q *Why did you locate North *44 in the Yonge/Eglinton area twenty-three years ago?*

MARK McEWAN:

It's a funny story. I bought Pronto from Franco Prevedello back in 1985 and he was contractually obligated not to open a restaurant near us, so he opened Centro a mere 10 feet north of the agreed upon boundary. As a touché, we then opened North *44 across the street from Centro. Franco didn't take it very well, at first, but we're good friends. Anyway competition is good.



Q *Has your clientele changed much over the years?*

MARK McEWAN:

It is rather amazing that the kids who used to come with their parents for birthdays, bar mitzvahs, grad parties, Xmas are now adults bringing their own children to the restaurant. It's sort of adorable but they tell me they have great childhood memories of the place.

Q *How is McEwan, your new food store in the Shops at Don Mills doing?*

MARK McEWAN:

Very well, and you realize it's only a seven-minute drive from Yonge & Eglinton so we get a lot of traffic from this neighbourhood. At most other grocery stores, prepared food is an afterthought but we took the opposite approach. And in my opinion we have a much bigger selection, and a much finer production of that selection, than any grocery store in the country. And we also deliver.



TOWER HILL DEVELOPMENTS HAS BEEN COMMITTED TO CREATING RESIDENTIAL COMMUNITIES OF EXCEPTIONAL QUALITY

For Tower Hill Developments' Vice Presidents Randy and Russell Masters, the development business is in their blood – it's bred-in-the-bone. A third-generation company, Tower Hill was founded by their grandfather nearly seventy years ago and is responsible for such iconic Toronto structures as the Park Plaza Hotel (now the Park Hyatt), the Sutton Place Hotel and the Tower Hill apartment complex (from which the company derives its name).

From its inception, the company has been committed to creating residential communities of exceptional quality, beginning with outstanding locations in the city's best neighbourhoods, then collaborating with the most talented architects and interior designers available.

As a result of its fastidious attention to the art, science and economics of real-estate development, Tower Hill buildings are renowned for fine architecture, exquisite interior detailing, sophisticated amenities and the degree to which they retain their cachet and economic value over decades.

Among the company's best-known projects are the Garden Court Apartments on Bayview, Park Terrace Apartments at Yonge and Lawrence, Balfour Square at Yonge and St. Clair, Lawrence Park Condominiums at Avenue Road and Lawrence, Churchill Park at St. Clair and Spadina and the iconic Tower Hill East apartments, also at Spadina and St. Clair, to name just a few.

↑
CHURCHILL PARK
↗
LAWRENCE PARK
→
TOWER HILL

BUILDING EXCELLENCE



THE TEAM

PEI PARTNERSHIP ARCHITECTS

Established in 1992, Pei Partnership Architects is a full-service, international practice whose broad areas of expertise focus on a single goal: design excellence. Founding Partners Chien Chung Pei and Li Chung Pei, sons of I.M. Pei and for many years key members of his firm, adhere to the design commitment, innovation and distinction they gained in over 35 years of combined experience at I.M. Pei & Partners and in the twenty years since the creation of Pei Partnership Architects. This accumulated growth and knowledge defines the work of Pei Partnership Architects: respect for past achievements and responsiveness to present needs in the pursuit of enduring architecture

MUNGE LEUNG

Established in 1997, Munge Leung is among Canada's leading interior design firms. Munge Leung's designs define lifestyle and personality giving every project a distinctive timeless appeal. The international award winning firm has been recognized for providing sophisticated solutions to a diverse palette of projects ranging from high-end condominium developments to luxury hotels and resorts to specialty restaurant establishments and popular nightclub venues. Munge Leung has received prestigious awards and recognition from Hospitality Design Magazine, International Interior Design Association, Best of Canada Design Competition, Design Exchange Awards, Ontario Home Builders Awards, and The Nationals – Sales & Marketing Awards. Among the firm's many high profile condominium projects in Toronto are: One Bedford, Residences of Maple Leaf Square, Burano Condominiums, and Riverhouse Condominiums at the Old Mill.

FERRIS + ASSOCIATES

Ferris + Associates Inc. is a team of professionals dedicated to providing a full range of consulting services in Landscape Architecture, Urban Design, and Site Development. With a broad range of residential, institutional, commercial, international, academic and master planning projects, the company draws on an extensive pool of experience. The firm's knowledgeable staff have successfully completed the design development, approval processing, drawing production and contract administration for many complex, high quality projects.

QUADRANGLE

Our creative vision as architects is always grounded in practical realities. Since founding our firm in 1986, we've consciously built a diverse and wide-ranging portfolio. We've never focused exclusively on a particular sector. Instead, we focus on a particular kind of client: visionary and idea-driven, yet anchored by pragmatism. Every project we undertake is guided by a set of beliefs that, appropriately, has four sides. First, we believe that architecture is about solving real-world problems; the spaces we create are shaped by business insights. At the same time, each project must be part of a larger strategy; what we really build are relationships (and many go back decades). Third, we believe in thoughtful design that solves complex challenges while respecting budgets and deadlines. And lastly, everyone in our firm is passionately committed to innovative thinking and advancing the evolution of design. Of course, where we prefer to state our beliefs is through our work.

MONTANA STEELE ADVERTISING

Over the last 20 years, dedication, energy and analysis have guided Montana Steele to create real estate brands that are truly magnetic. This award-winning, Toronto-based advertising agency is today one of the foremost names in the new home development business. With its impressive client list that includes some of North America's largest developers, Montana Steele is an agency that is committed to creating communication that is both original and effective.

BAKER REAL ESTATE

For over 20 years, Baker Real Estate Incorporated has set the benchmark in Canadian real estate - providing exemplary services to a broad range of clients with integrity, expertise and passion. With nearly 2 billion dollars in annual new home and condominium sales, Baker is one of Canada's most successful real estate companies, specializing in project marketing and sales of new home and condominium communities, including condominiums, townhouses and single-family homes as well as hotel condominiums and resort properties. The company provides pre-construction sales and marketing expertise to prestigious projects throughout Canada and the United States and has particular expertise in turning around challenging projects. Baker has incorporated their vision of global breadth with local depth into the international real estate market as well. Today, the company's e-sales offices around the world offer up-to-the-minute sales and client information that is unparalleled in the industry.



AN ARTFUL
BLEND OF
DESIGN, FORM
AND
FUNCTION

IN THE CITY

STYLE MEETS SUBSTANCE IN A UNIQUE BLEND OF SPACE, COMFORT AND CREATIVITY. In the context of interior design, neo-modernism takes the influence of the 60s and melds it with contemporary styles to create a unique, cosmopolitan living environment. This can be seen in Munge-Leung's eclectic canvas of colours and suite finishes at 2221 YONGE. With 9-ft ceiling heights in most living areas and expansive floor-to-ceiling windows, the interiors are bathed in a profusion of light and space. Fresh air balconies or terraces extend your living space to the great outdoors. Designer selected high performance wide plank laminate flooring provides a rich texture to the overall ambience.

Gourmet kitchens sparkle with contemporary custom cabinetry, designer selected Caesarstone countertops, sleek European appliance package and more. Your bathroom is a haven of luxury with a magnificent marble countertop, custom designed cabinetry, undermount porcelain sink, deep soaker tub and gleaming chrome plumbing fixtures. Enjoy the latest in communication technology including next generation optical fiber connectivity. At 2221 YONGE, your elegance and comfort underline the meticulous craftsmanship and attention to detail in every individual suite.

FEATURES

FINISHES

THE BUILDING

- Rising 56 majestic stories, the distinctive tower sits askew from its six-storey podium, creating unique pockets of outdoor space around the comprehensive amenities floor
- Located right on the Yonge subway at Eglinton with TTC bus routes in every direction, and the soon to be completed LRT
- Large, distinctive precast and glass balconies
- Cantilevered wrap-around balconies
- The long extra-wide lobby extends the entire length of the site to connect the east and Yonge Street entrances
- A grand porte-cochere and double-lane drop-off provides access to extra-wide lobby
- The lobby is further enhanced by a large sloped garden, visible from outside on Yonge Street
- Mailroom is conveniently located on the ground level near the elevators
- Separate indoor storage units available, some located on podium level

THE AMENITIES

- The integrated design of the indoor and outdoor amenity area brings together recreation, fitness, relaxation and social interaction with the following:

An avant-garde Wet spa located on the mezzanine level which includes:

- Three separate experience plunges – a warm pool, a hot pool and a massage jet pool
- Sauna, steam rooms and private treatment rooms to help nurture downtime in a Zen-like environment

The spectacular 7th floor amenities space integrates:

- Indoor and outdoor components in a setting that is, in a word, inspiring
- Spacious indoor entertainment facility that includes a fully equipped chef's show kitchen with private dining room with a double sided fireplace to the bar lounge, a fireplace lounge and several smaller lounge areas.
- Comprehensive fitness club and Yoga/Pilates studio with men's and women's changing rooms
- Two media, gaming and tv lounges
- Landscaped outdoor terrace with both intimate and open entertainment spaces flanked by two linear fireplaces with built-in seating
- Stylish cabanas feature BBQs with sitting/dining areas

Topping off the amenities is the Halo Rooftop Lounge:

- Outdoor Terrace that features breathtaking views of the city
- Casual lounge area and wet bar creating the ideal spot for a nightcap,

for entertaining, or for a romantic night under the stars

THE SUITES

- Ceiling heights of approximately 9 ft. throughout the suites, exclusive of bulkheads for mechanical and structural or special architectural features
- Expansive floor to ceiling windows allow an abundance of natural light
- Choice of designer selected high performance wide plank laminate flooring in living room, dining room, den and kitchen, as per builder's standard selection
- Choice of designer selected broadloom in bedroom(s), as per builder's standard selection
- Choice of one paint colour from designer's selection
- Sliding and/or swing door to balconies or terraces, as per plan
- Attractive and secure solid core entry door with modern designer selected hardware with a privacy viewer
- All closets fitted with wire shelving
- Full size stacked washer/dryer vented to exterior
- Individually controlled heating and cooling system
- In suite sprinkler fire protection

THE KITCHEN

- Contemporary custom kitchen cabinetry designed by Munge Leung
- Choice of designer selected Caesarstone countertops, as per builder's standard selection
- Choice of designer selected ceramic tile for the backsplash, as per builder's standard selection
- Stainless steel single bowl undermount sink with contemporary designer selected chrome faucet with pull out spray
- European appliance package including:
 - Fully integrated refrigerator and dishwasher with cabinetry panel
 - Built-in oven and microwave
 - Drop-in easy cleaning glass surface cook-top
 - Feature stainless steel chimney-style hood

THE BATHROOMS

- Contemporary custom bathroom cabinetry that integrates the vanity, mirror, medicine cabinet and light fixture designed by Munge Leung
- Choice of designer selected Marble countertop, as per builder's standard selection

- Designer selected rectangular white undermount porcelain sink and single lever faucet
- Designer selected soaker tub with choice of designer selected ceramic tile, as per builder's standard selection
- Designer selected contemporary chrome plumbing fixtures and bathroom accessories

THE ELECTRICAL/ TECHNOLOGY FEATURES

- Individual hydro metering for each suite
- Decora-style light switches and matching electrical outlets
- Pre-wired cable outlet in living room, bedroom(s), and den
- Pre-wired telephone outlet in living room, bedroom(s), den and kitchen
- Optical fibre distribution system for the building and pre-wired fibre cable to each unit

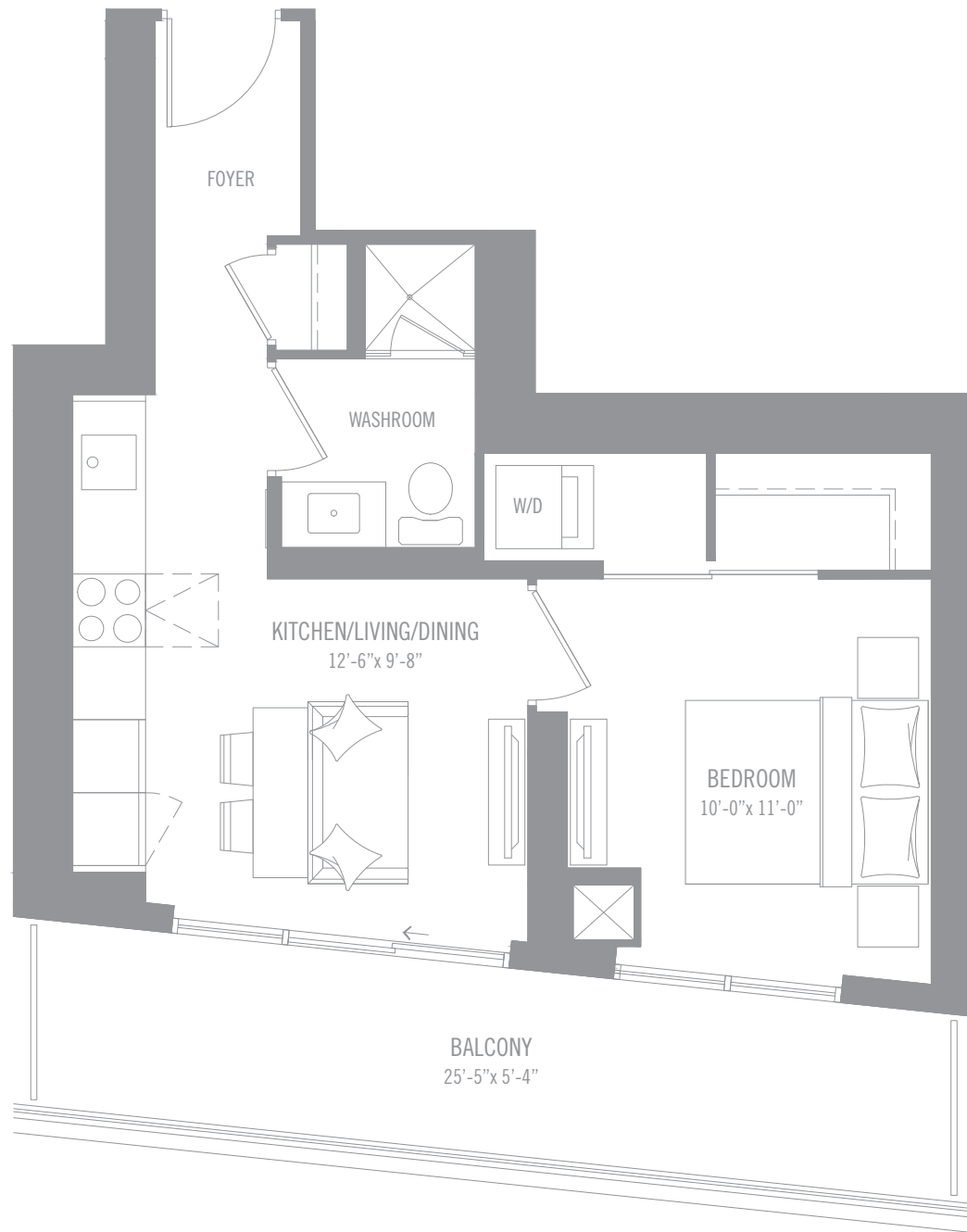
THE SECURITY FEATURES

- Concierge on duty 24 hours a day, 7 days a week
- Surveillance cameras in key areas of underground garage
- Closed circuit camera monitoring at select building entry points

- Electronic communication system in lobby vestibule permitting visitors to communicate with individual suites
- Electronic access control system for amenity areas, parking garage and other common areas

PLEASE NOTE: The Vendor shall have the right to make reasonable changes in the opinion of the Vendor in the plans and specifications if required and to substitute other material for that provided for herein with material that is of equal or better quality than that provided for herein. The determination of whether or not a substitute material is of equal or better quality shall be made by the Vendor's architect whose determination shall be final and binding. The Purchaser acknowledges that colour, texture, appearance, grains, veining, natural variations in appearance etc. of features and finishes installed in the Unit may vary from Vendor's samples as a result of normal manufacturing and installation processes and as a result of any such finishes being of natural products and the Purchaser agrees that the Vendor is not responsible for same. The Vendor is not responsible for shade difference occurring in the manufacture of items such as, but not limited to, finishing materials, or products such as carpet, tiles, bath tub, sinks and other such products where the product manufacturer establishes the standard for such finishes. Nor shall the Vendor be responsible for shade difference in colour of components manufactured from different materials but which components are designed to be assembled into either one product or installed in conjunction with another product and in these circumstances the products as manufactured shall be accepted by the Purchaser. Purchaser acknowledges and agrees that carpeting may be seamed in certain circumstances and said seams may be visible. Purchaser acknowledges and agrees that pre-finished wood flooring (if any) may react to normal fluctuating humidity levels inducing gapping or cupping. The Purchaser acknowledges that marble (if any) is a very soft stone which will require a substantial amount of maintenance by the Purchaser and is very easily scratched and damaged. Plan and specifications are subject to change without notice. E. & O.E.

SUITE TYPE: 1 BEDROOM 1-A
 INTERIOR AREA: 488 SQ.FT.
 OUTDOOR AREA: 135 SQ.FT.
 TOTAL AREA: 623 SQ.FT.



8-45TH FLOOR



Materials, specifications & floor plans are subject to change without notice. All renderings are artist's conceptions. All floor plans are approximate dimensions.
 Note: Actual usable floor space may vary from the stated floor area. Window size and location may vary. Balcony/Terrace as applicable. Not to scale. E.&O.E.

SUITE TYPE: 1 BEDROOM 1-B
 INTERIOR AREA: 506 SQ.FT.
 OUTDOOR AREA: 118 SQ.FT.
 TOTAL AREA: 624 SQ.FT.



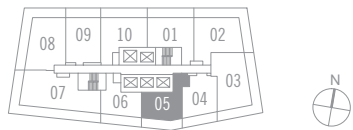
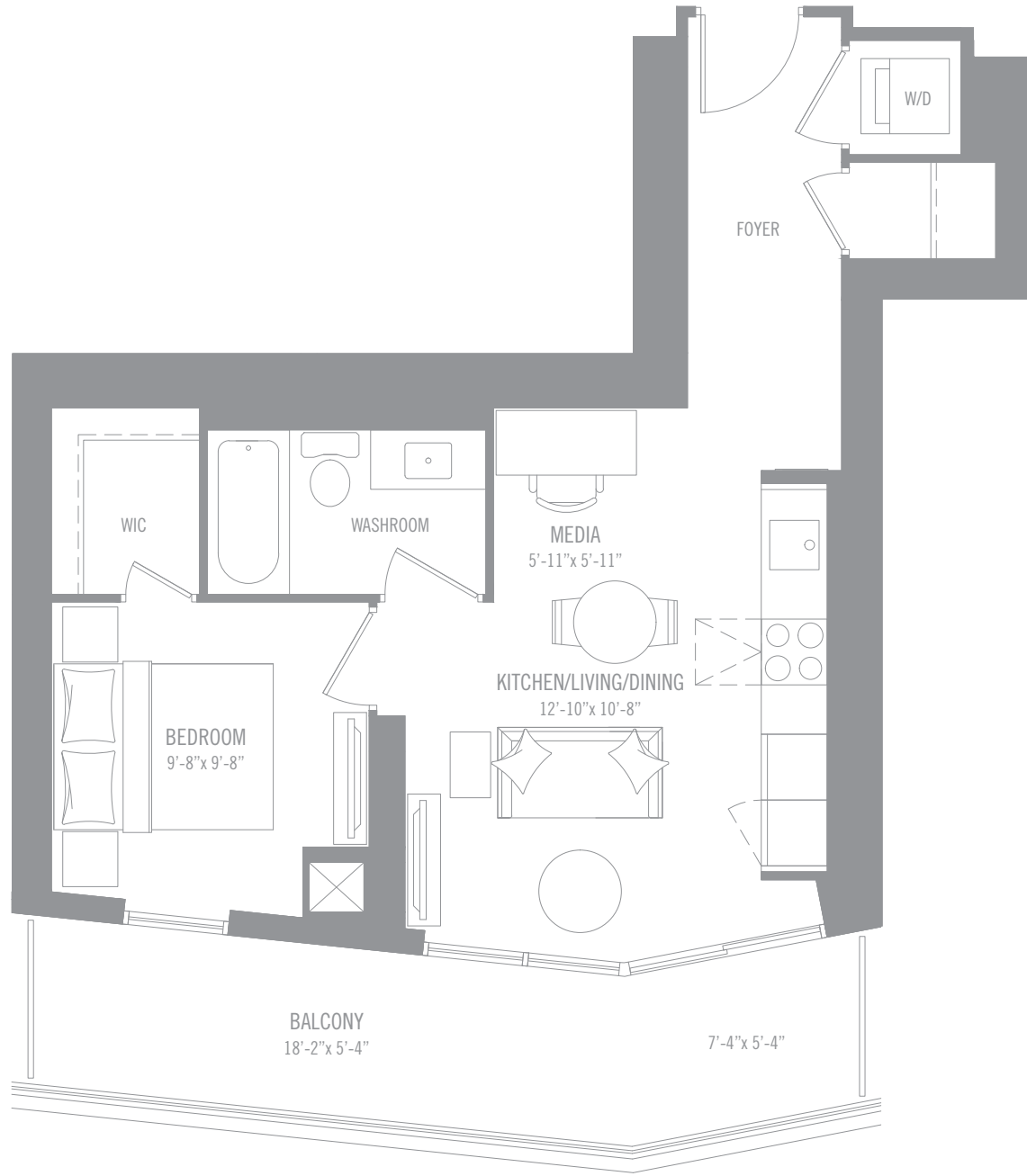
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PARIS

SUITE TYPE: 1 BEDROOM + MEDIA 1M-A
 INTERIOR AREA: 563 SQ.FT.
 OUTDOOR AREA: 136 SQ.FT.
 TOTAL AREA: 699 SQ.FT.

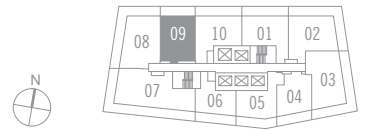
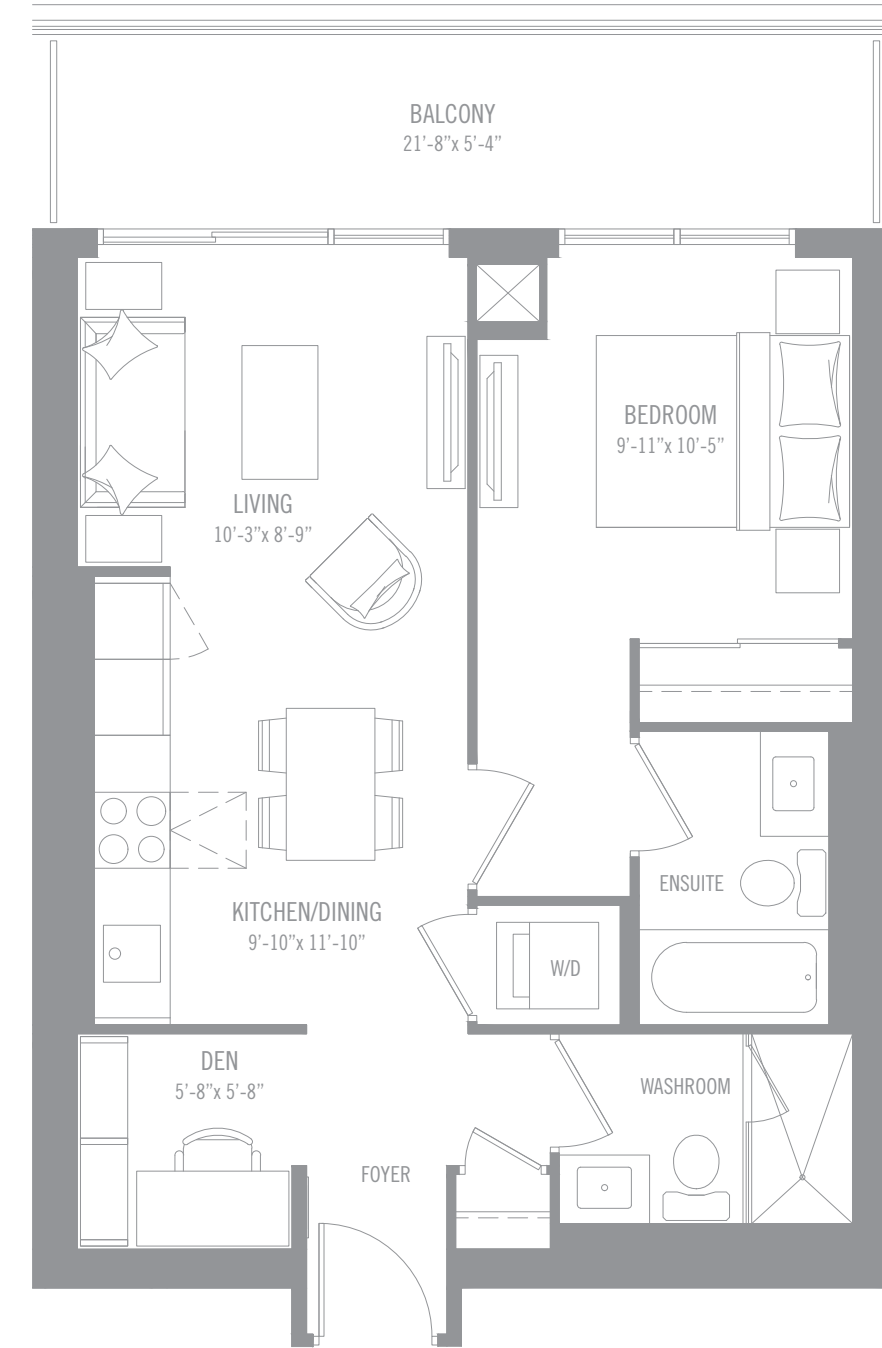


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ROME

SUITE TYPE: 1 BEDROOM + DEN 1D-A
 INTERIOR AREA: 611 SQ.FT.
 OUTDOOR AREA: 115 SQ.FT.
 TOTAL AREA: 726 SQ.FT.

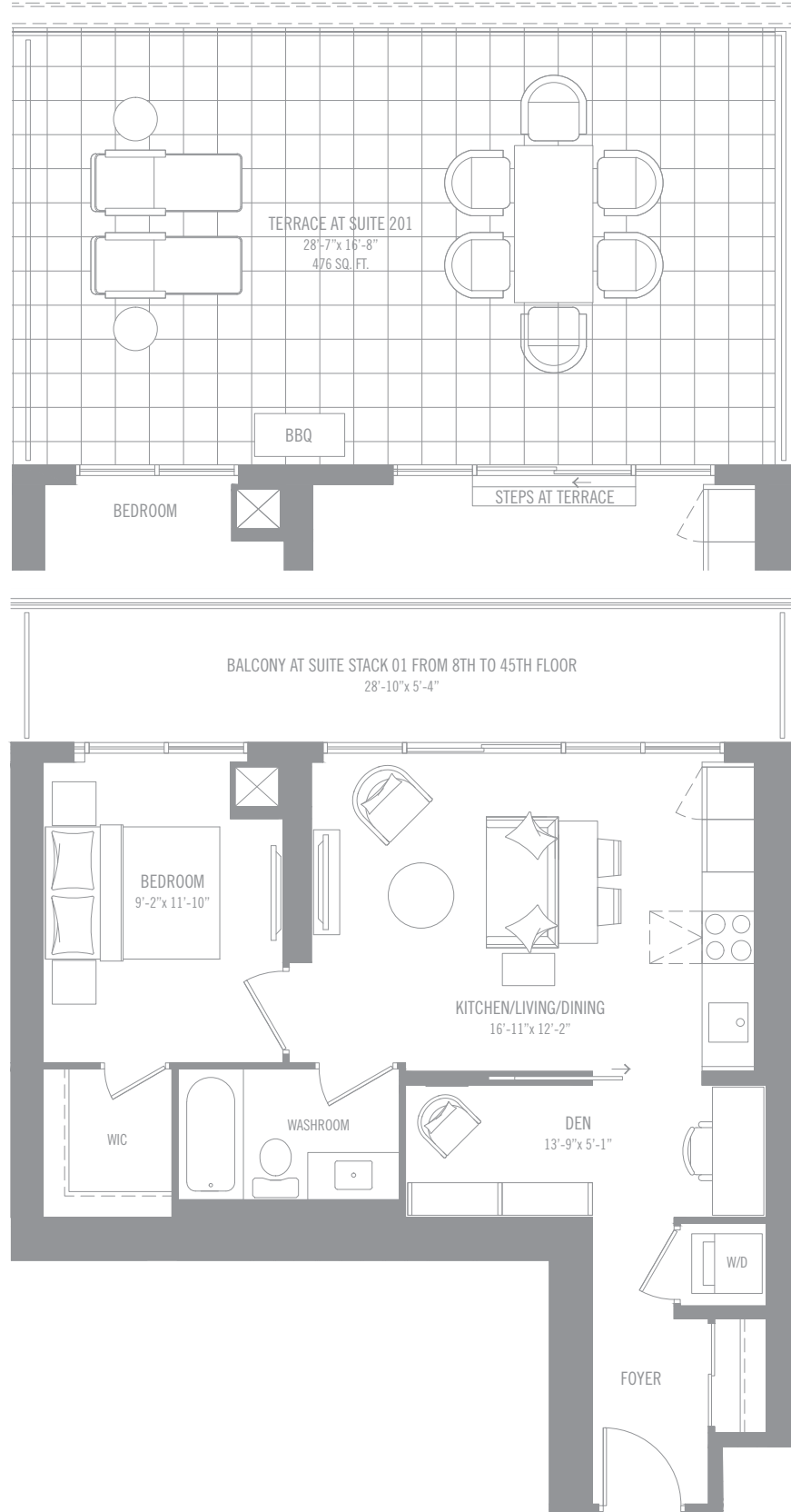


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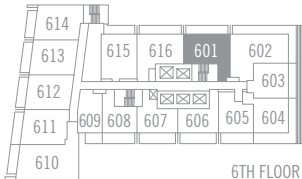
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SYDNEY

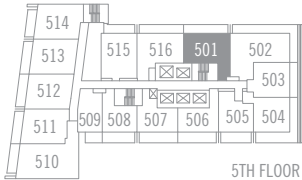
SUITE TYPE: 1 BEDROOM + DEN 1D-C
 INTERIOR AREA: 652 SQ.FT.
 OUTDOOR AREA: 154 SQ.FT.
 TOTAL AREA: 806 SQ.FT.



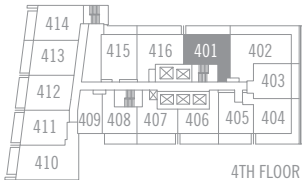
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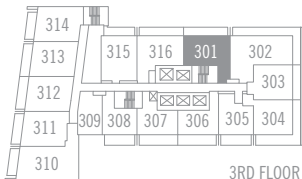
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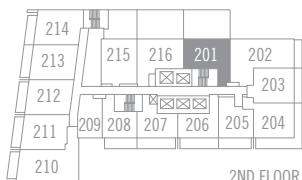
5TH FLOOR



4TH FLOOR



3RD FLOOR



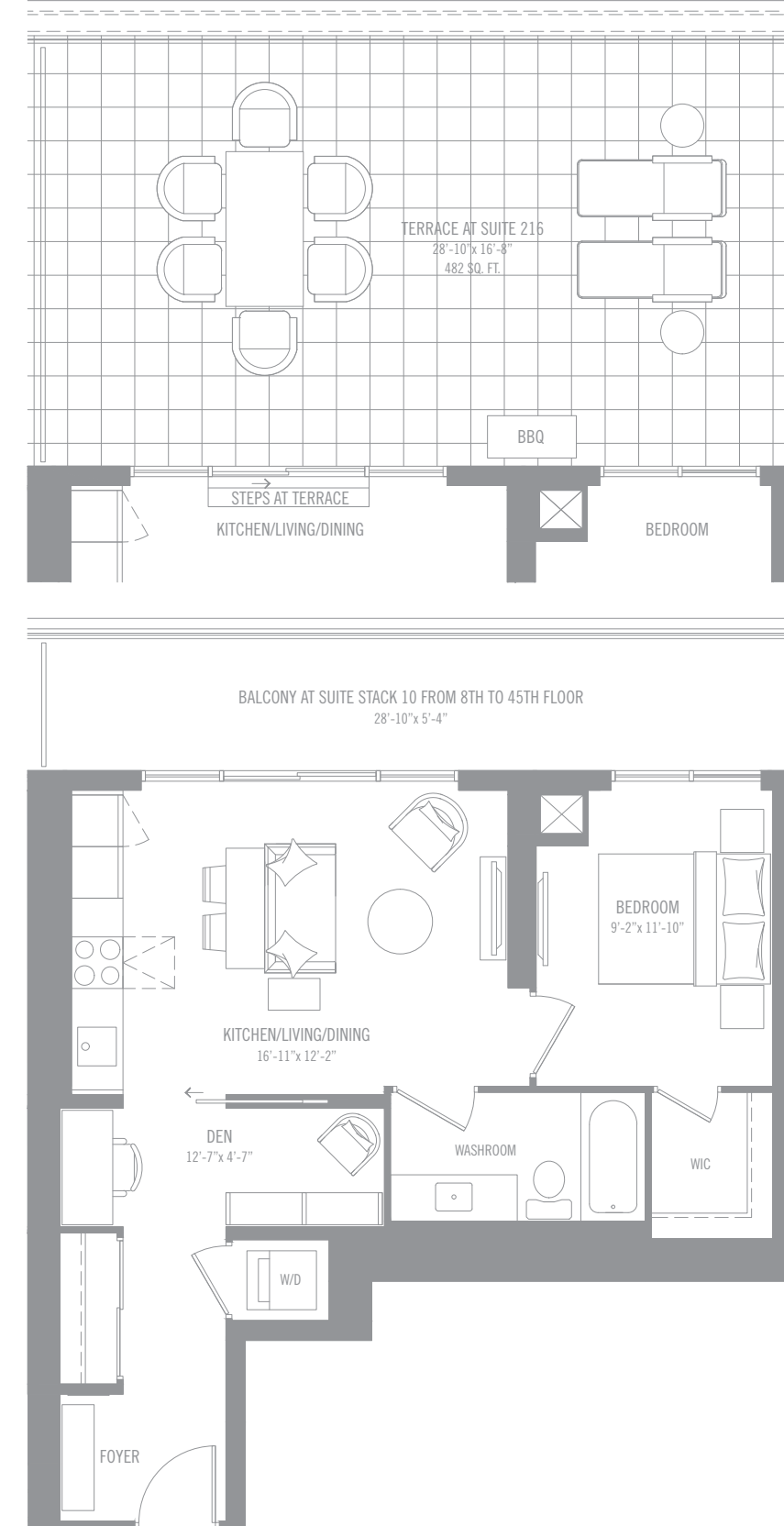
2ND FLOOR



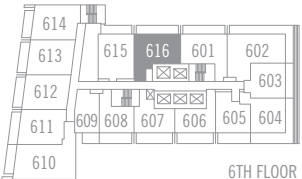
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TOKYO

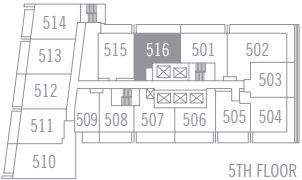
SUITE TYPE: 1 BEDROOM + DEN 1D-B
 INTERIOR AREA: 658 SQ.FT.
 OUTDOOR AREA: 154 SQ.FT.
 TOTAL AREA: 812 SQ.FT.



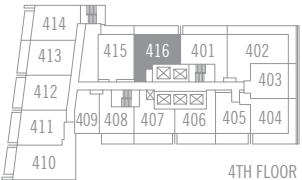
8-45TH FLOOR



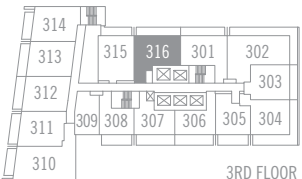
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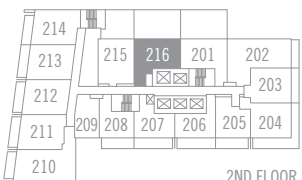
5TH FLOOR



4TH FLOOR



3RD FLOOR

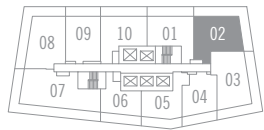
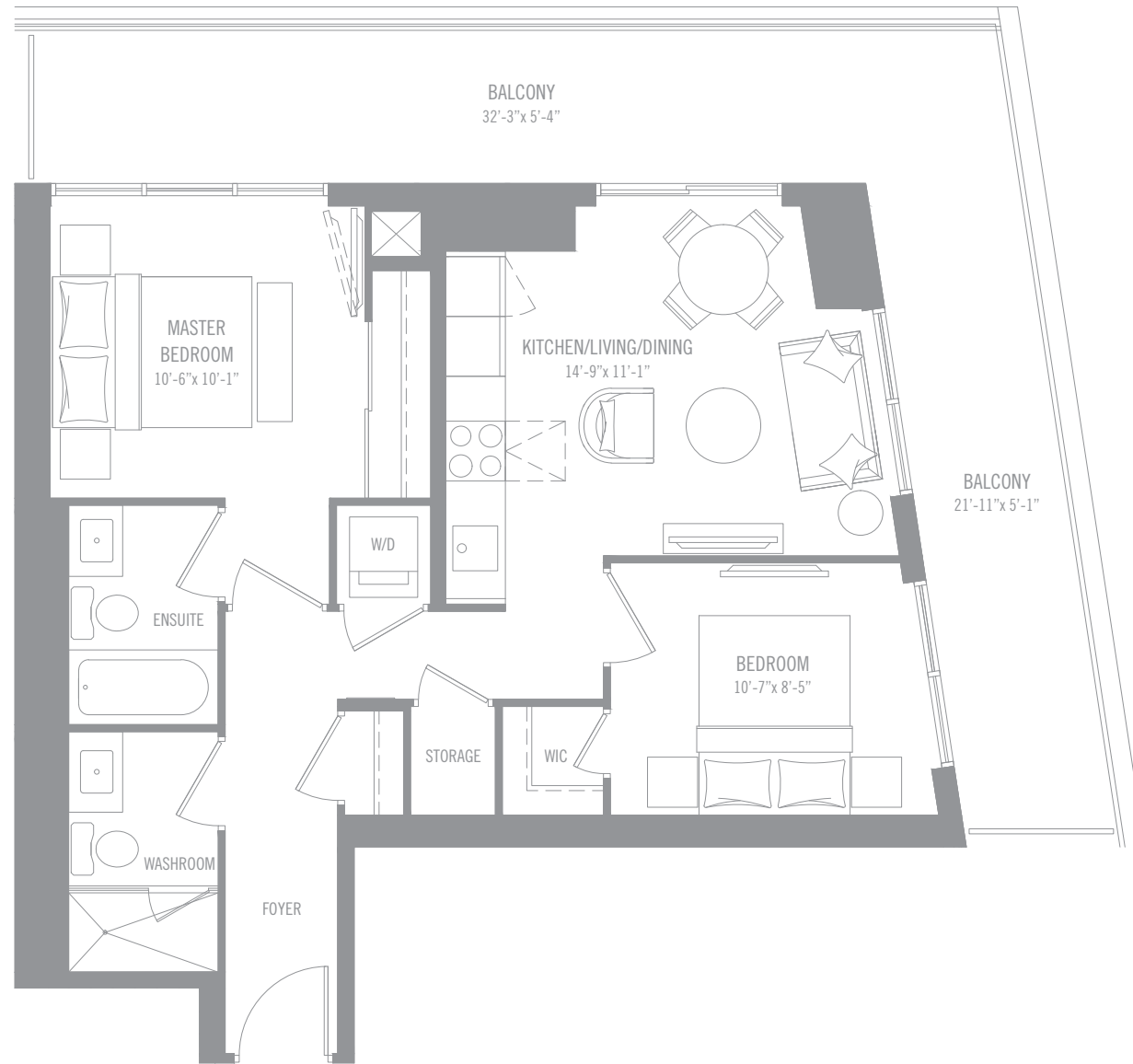


2ND FLOOR



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SUITE TYPE: 2 BEDROOM 2-B
 INTERIOR AREA: 707 SQ.FT.
 OUTDOOR AREA: 285 SQ.FT.
 TOTAL AREA: 992 SQ.FT.

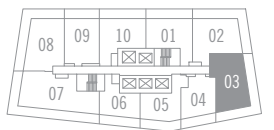
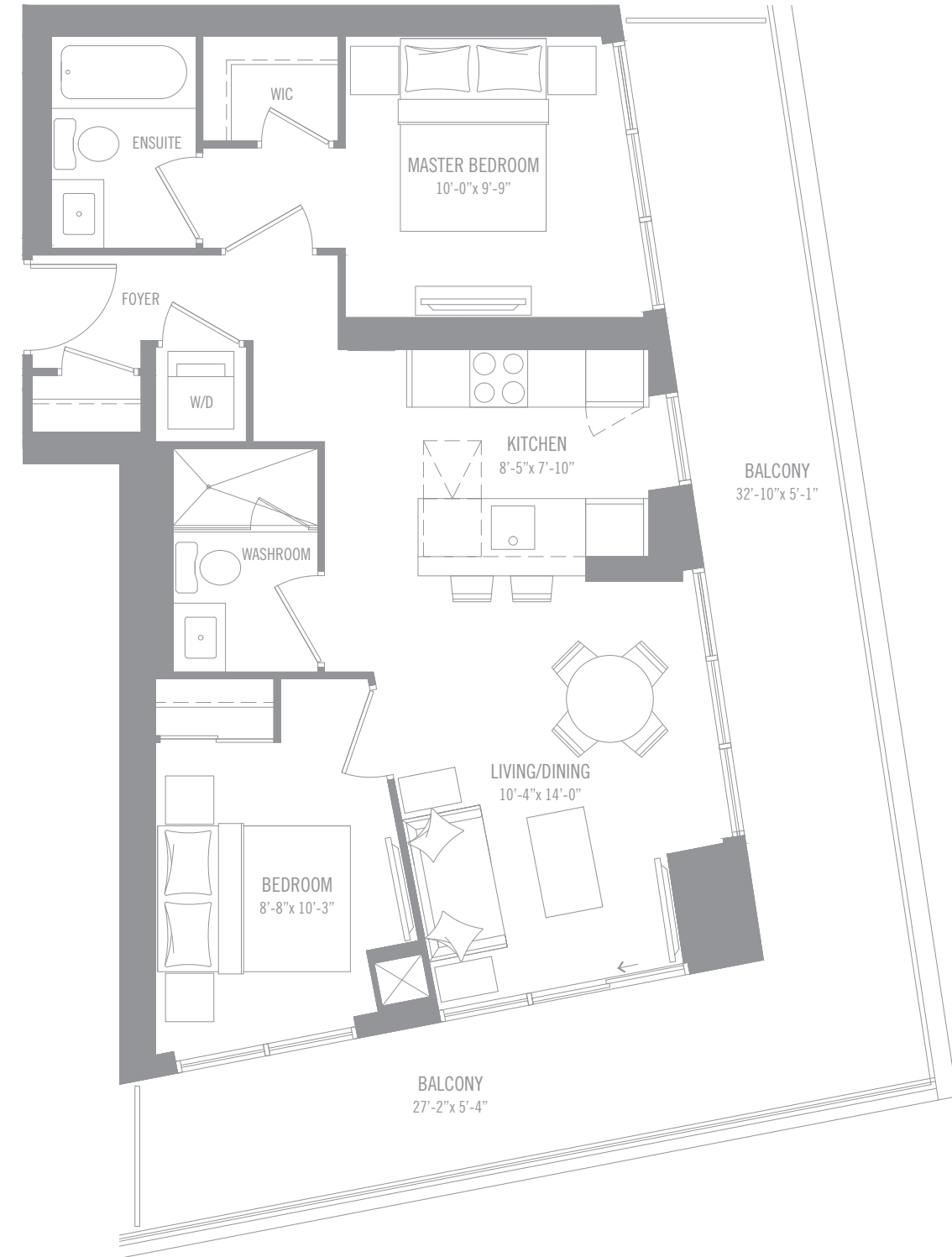


8-45TH FLOOR



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SUITE TYPE: 2 BEDROOM 2-C
 INTERIOR AREA: 727 SQ.FT.
 OUTDOOR AREA: 311 SQ.FT.
 TOTAL AREA: 1,038 SQ.FT.



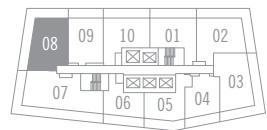
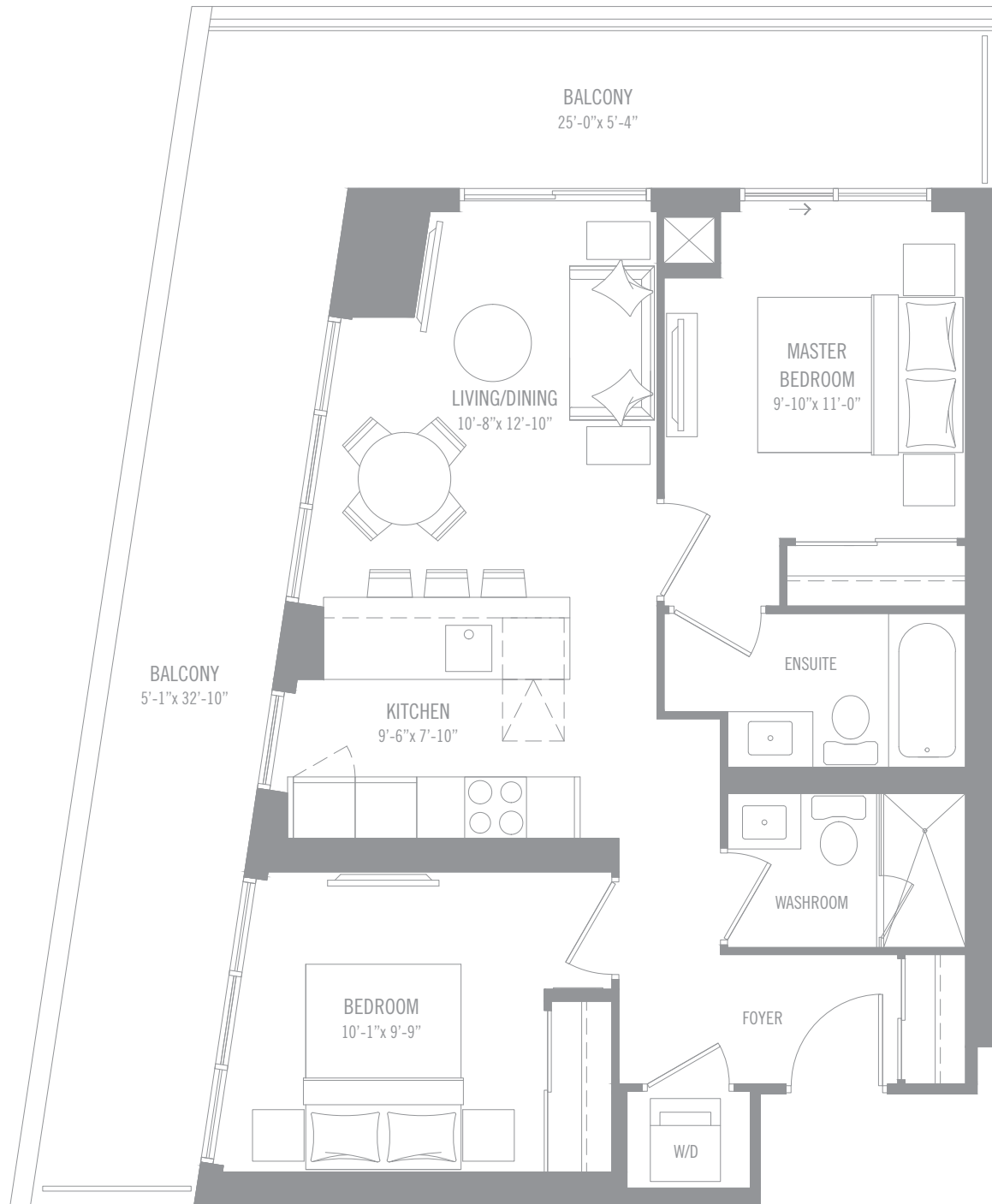
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MILAN

SUITE TYPE: 2 BEDROOM 2-A
 INTERIOR AREA: 730 SQ.FT.
 OUTDOOR AREA: 303 SQ.FT.
 TOTAL AREA: 1,033 SQ.FT.



8-45TH FLOOR



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BARCELONA

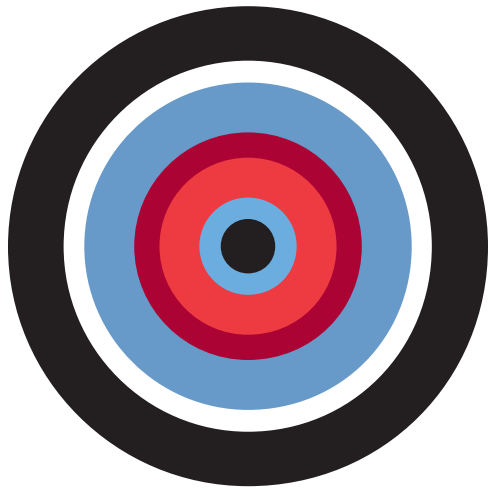
SUITE TYPE: 3 BEDROOM 3-A
 INTERIOR AREA: 997 SQ.FT.
 OUTDOOR AREA: 410 SQ.FT.
 TOTAL AREA: 1,407 SQ.FT.



8-45TH FLOOR



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