

## DIAMANTE DEVELOPMENT CORPORATION NEWS CLIP

The Saturday Star

Condo Living Section  
Toronto, Ontario  
May 8, 1999  
Page P2

For more information please contact:  
Lewis Carroll Communications  
(416) 968-3845

# Condo developer takes home industry accolades

The home building industry recognized its own last week at the annual awards night of the Greater Toronto Homebuilders' Association.

The big winner on the condominium side of the business was Diamante Development Corp.

For the second year running, Diamante, and its youthful partners Julie DiLorenzo and Paolo Palamara took the Project of the Year prize in the multi-family category, this time for its Domus project in Yorkville.

Domus, which was designed by architects Attila Burka and Tye Farrow, also took Best Architectural Design in the same category. And Domus' model suite and sales centre, designed by Brian Gluckstein, took top laurels, as well.

Meanwhile, Invar Building and its agency LA Ads were big winners in the marketing and advertising category, taking four awards for the upscale One Post Road project in the exclusive Bridle Path area.

Diamante's DiLorenzo and Palamara, who are hands-on developers concerned about the smallest design details, were thrilled by the recognition of their work.

"More and more the industry itself is providing the inspiration and the challenge to all of us to keep pushing ourselves," says Palamara, who was trained as an architect. "Without the challenges, we wouldn't have anything but a box."

Domus, which will include a 10-storey 69-unit loft building in a garden setting with townhomes on two sides, is located just east of Davenport Rd. at the top of Bay St.

While the townhouses are more traditional in style, the loft building has a neo-Gothic look with arched windows, huge expanses of glass and structural components which taper skyward.

"Our customers obviously have shown that they like the product," DiLorenzo said. "Domus has done incredibly well at a very high price per foot."

She says the project, which is priced at over \$300 a square foot, is 50 per cent sold. She expects construction to start in three or four months, when construction drawings are complete and permits secured.

Diamante has also completed One Balmoral, an upscale traditional looking building on Yonge St. south of St. Clair, is building the Royalton — last year's Project of the Year — at Bay St. and College downtown, and is marketing 2 Roxborough, on Yonge in Rosedale.

Meanwhile, DiLorenzo and Palamara, whose arguments with each other are legendary as they hash out the possibilities



JOY VAN TIEDEMANN PHOTO



**CLEAN SWEEP:** The model suite in the \$600,000 sales centre for the Domus project has a curved stair that seems to float. The marketing campaign for One Post Road, left, the palace-like creation destined for the Bridle Path, took several prizes at the Greater Toronto Homebuilders' awards night last week.

and details of each project, are heading into yet another challenge — in the trendy Queen St. W area.

They were chosen by Wittington Properties, the property arm of Loblaw's, to develop a two-acre site on Phoebe and Beverley Sts.

The arguments between the partners have never been more intense, says DiLorenzo, as Palamara pushes for a more modern building and DiLorenzo campaigns for the traditional.

"What an enormous responsibility it's been to try to make it look as if it belonged," says DiLorenzo.

The interior designers working on the project have a clean, modern style. Elaine Cecconi and Anna Simone of Cecconi Simone Inc. are creating the model suite and sales centre. Architects are Wayne Swadron and Attila Burka, who worked together

on the more traditional 2 Roxborough.

"Each project, if there's anything we're able to do, it's to put the best team together," says DiLorenzo.

Palamara and Joe Foti, another partner in Diamante, have gone to Europe for some of the components, such as the windows. They've attempted to create an industrial feel to the project, using steel beams and titanium zinc for the roof.

This project, which will be marketed at from \$205 to \$270 a square foot, has presented a big challenge for Diamante and its trademark design refinements, given the price level, DiLorenzo says.

Units will be priced from \$105,000 and 50 per cent of the suites will be under \$200,000, she said.

For information about the Phoebe St. project, to be launched next Saturday, call 599-9988.