

DIAMANTE DEVELOPMENT
CORPORATION NEWS CLIP

Maclean's Magazine

Executive Real Estate Advertising Supplement
Toronto, Ontario
April 5, 1999
Pages 1 - 3

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MACLEAN'S TORONTO EDITION - APRIL 5, 1999



Photo courtesy of Diamante Development Corp.

This modern interpretation of Gothic architecture is found in Toronto's Yorkville neighbourhood. According to Paolo Palamara from the Diamante Development Corp., "The design was inspired by the desire for the building to touch the sky."

PENTHOUSE LIVING: WHERE LIFE IMITATES ART

*Where the Best from Around
the World is Your Inspiration*

Toronto is a truly global city and it is not surprising that our lifestyles reflect the world's cultural tastes and desires. This can be seen in our very competitive real estate market. To gain an edge, firms are drawing upon influences from around the world - for example, buyers have a choice of European, Californian and Asian architectural styles to satisfy the tastes of Toronto's multicultural population. ■ The real estate market is hot, according to Jeff Usher, president of the Greater Toronto Home Builders' and vice-

president of Highrise at Intracorp Developments Limited states, "The real estate market is the best in 10 years." He also states, "This market is unique as there is slow and steady growth versus the boom and bust characteristics of previous real estate cycles." We are experiencing a low inflation growth period which is contributing to a market that is in equilibrium. ■ We are going to take you on a tour with some of Toronto's finest condominium builders to discover what they are offering as a penthouse lifestyle for their customers. ►

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LIVE THE LIFESTYLE WHERE ENJOYMENT HAS NO BOUNDARIES

PENTHOUSE LIVING is synonymous with prestige, luxury and breathtaking views. Toronto's condominium builders have taken this concept to other floors through their imagination and creativity. Features usually found only in penthouses can now be had in often luxurious and creatively designed condominiums that are truly world-class.



500 Queen's Quay is the flagship real estate venture in Toronto for Pacific Century Group, an international group of companies headed by leading Hong Kong businessman Richard Li. According to Jane Mehlenbacher, director of sales and marketing for 500 Queen's Quay, in addition to the spacious designs, the opulent lifestyle also extends to the services available, including maid and linen service, personal shopping and even pet grooming.

If you enjoy the resort waterfront lifestyle, the Pacific Century Group has introduced a penthouse collection at 500 Queen's Quay West, one of the top selling condominium projects in Toronto. There are 10 designs to choose from in what the builder describes as an opulent lifestyle. They range from the smartly designed 1,713-sq ft suite to the magnificent 3,246-sq ft design with two outdoor terraces. This condominium complex located on Toronto's waterfront, east of Spadina Avenue, offers features like a two-storey suite and a 20-ft high living room dominated by a breathtaking view of Lake Ontario. Some of the other features that will pamper you include two-way fireplaces, contemporary Italian inspired kitchens, large garden terraces and spacious bathrooms.

If you are an avid supporter of the arts, you will enjoy living at this masterpiece created by the Diamante Development Corp. Their latest creation is Domus, a collection of exceptional condominium homes in a secluded garden setting in Toronto's Yorkville area. It has to be seen to be believed. It is a modern interpretation of Gothic architecture, with an emphasis in allowing maximum sunlight into the homes. Paolo Palamara wanted to create a landmark and industry observers think Diamante has achieved it. Domus is

METRO GTA TOP 10 CONDOMINIUM BUILDERS

	1998 Sales	No. of Sites
1. Tridel Corp	1187	19
2. Urbancorp	704	3
3. The Daniels Group	470	12
4. Monarch Construction	433	5
5. Plazacorp	358	5
6. Pemberton Group	313	4
7. Senator Homes	254	3
8. Goldlist Properties	239	4
9. Conservatory Group	230	5
10. Candere/Stonebridge	227	1

Source: PMA Brethour Real Estate Corporation

characterized by its intricate exterior of angled planes and textures. More than 50 per cent of the building is dedicated to two-storey suites, ranging in size from 1,100 sq ft to 2,752 sq ft.

Romantics yearning Old World charm should know that builders have brought it here. There has been a wave of European-inspired condominium residences in Toronto. It includes the French Chateau built by Invar Building Corporation at One Post Road in the Bridle Path, there is the French Quarter by Intracorp Developments in the St. Lawrence Market area and the English-inspired Two Roxborough East by Diamante Development Corp. in Rosedale. Two Roxborough East (Yonge Street and Roxborough) comprises 35 residences within a seven-storey building, and reflects the Victorian charm of Rosedale. Occupying the sixth and seventh floors are penthouse suites that range from 860 to 2,350 sq ft. The suites have balconies, private loggia, spacious terraces and 10-ft ceilings.

The living room offers views of the sweeping staircase and spectacular kitchen in the Domus loft-style model suite. Founded in 1982, by Paolo Palamara, Julie Di Lorenzo and Joseph Foti, this firm can be considered a creative leader in the industry. It won The Best Condominium Project award in 1997 from the Greater Toronto Home Builders' Association for a high-rise condominium project called The Royalton located at Bay Street and College Street.



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If you are looking for something more palatial, you can visit The Palace by Felcorp Developments Inc. in Mississauga. Located at 1900 The College Way just off Mississauga Road, it is one of Mississauga's most distinguished neighbourhoods. The Palace has 23 storeys and the builder boasts that these homes are testaments to the ideals of lavish design and unrivalled finishing. Each suite is designed with a penthouse lifestyle as its blueprint. There are only six suites per floor and each has a gas fireplace and outstanding views of the Sawmill Valley. The suites are large, ranging from 1,695 sq ft up to 2,390 sq ft. Some of the larger suites feature private terraces so the owner can enjoy the forested ravine.



The spacious model suite at The Palace. Standard finishes include huge balconies, marble slate in the ensuite and foyer, nine-ft ceilings, gas fireplace, individual metered heating and cooling, storage locker, five appliances and granite countertops in the kitchen.



Live the romantic life of Paris at 2 Roxborough East. The exterior of the building is a rich, reddish-brown brick contrasted by a taupe, precast detailing. On the building's west side a bay window design creates an elegant and important visual terminus. The loggia are balconies framed by pillars, that offer much more privacy and create a flavour of romance. The building is crowned by a copper mansard-style roof.

There you have it, a sample of what builders are offering as a penthouse lifestyle in today's new home market. The present market is one of the best Toronto has seen in 10 years. According to the Greater Toronto Home Builders' Association, condominium living is getting a growing share of the new home market, with 36 per cent of all sales in 1998. With competition at an all-time high, builders are being very innovative to attract the attention of buyers. The standard of luxury living continues to be raised, where now life can imitate art. Visit one of these projects today and tell them you read about it in Maclean's. ■