



Photo: Richard Johnson

Diamante Development's model is an exact replica of one of the larger layouts in its latest luxury project, The Florian, in Upper Yorkville. The presentation centre also showcases the glazing system and dramatic brick detailing chosen for the building's exterior.

absolutely functional as well as aesthetically pleasing.

Mr. Liska and Ms. Ruebusch are particularly impressed with Mr. Palamara's custom-stained herringbone hardwood floor in the model suite, which they will choose as an upgrade for their 800-square-foot home.

Bud Purves, president of York University Development Corp., the institution's real estate consultant, and partner Janet Palmer, a management consultant, are also informed buyers who have chosen the Florian. The location, just off Yonge St., was important for them, too; they have been looking for a downtown home along a major transit line for a few years.

They were also impressed by the light-filled layouts. For Mr. Purves, it was important that the building "was designed from the inside out. At many places, design is a commodity. We were looking at design as an art, as the building blocks of a project."

They chose a fourth-floor 1,700-square-foot suite with large patio, and Mr. Palamara's skilful alteration of their suite to meet their design requirements clinched the deal.

"It was quite a personal touch," said Mr. Purves, who says his development industry acquaintances know and respect the company. "We talked to people about it. They said, 'Oh, that's Julie's building.'"

They are referring to Diamante co-president Julie Di Lorenzo, who, like the other company partners, is passionate about design excellence and environmental sustainability. As a tireless board member for such institutions as St. Michael's Hospital, Harbourfront and Tarion, the Ontario new-home-warranty program, she is committed to building better homes and communities.

The Florian offers suites ranging from 743 to over 4,000 square feet, and priced from \$1 million. Visit the full-scale model suite and presentation centre at 100 Davenport Rd. Call 416-599-7667 or visit www.theflorian.com.

The Florian: A luxurious choice for people in the know

Diamante Development's condominium projects have a reputation for excellence and innovation among design and construction industry professionals

Purchasing a condominium from plans constitutes a leap of faith. You must have confidence that the developer will deliver what has been promised.

So it's reassuring when people in the design and development industry choose a project as their home. After all, they know quality and can easily find out about the builder.

Such is the case with The Florian, a 21-storey 87-suite luxury building that Diamante Development Corp. will construct on Davenport Rd. in Upper Yorkville.

The project's location is important for interior designer Henry Liska and his partner, Pamela Ruebusch, who runs her own executive recruitment company. Residents of Islington Village, they are seeking a pied-a-terre downtown, and Mr. Liska's office is on Davenport. As culinary connoisseurs – Mr. Liska has created the interiors for many restaurants – they also appreciate Yorkville's shopping and eating establishments.

Among all of the projects in the area, however, The Florian caught

Mr. Liska's designer eye.

"It's a human scale, but it has a strength," he says of the plan by architectural firms Hariri Pontarini and Young + Wright. "The fact that it's curved, that the podium follows the curve of the street creates a vanishing perspective that really humanizes it."

They were also taken with the presentation centre and the 2,709 square-foot model suite, which showcases the exterior components, including the premium glazing system and rich aubergine-coloured brick detailing, as well as

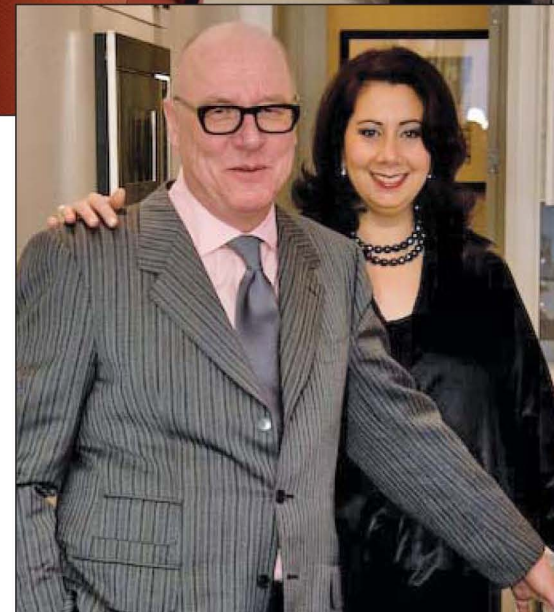


Photo: James J. Barry

Interior designer Henry Liska and executive-search expert Pamela Ruebusch toast their decision to buy at The Florian in the project's 2,709-square-foot model suite at 100 Davenport Rd.

the carefully designed interior layouts and sophisticated finishes.

"The model suite, the quality of the fixtures, everything we saw, was impressive," said Ms. Ruebusch. "And all of the real estate people said this was a quality place."

Their decision was also reinforced by the fact they know two of Diamante's principals, including legendary Toronto restaurateur Franco Prevedello, creator of Centro and Pronto, and Diamante co-president Paolo Palamara, an Italy-trained architect who ensures that the company's designs are