



Designer digs on King East

King Street East is the destination of choice for Toronto's serious style seekers and design devotees. And now, this east-end locale is setting the stage for true condo couture – The King East.

The King East condominium is aptly dubbed the “designer condominium,” which speaks to its location in Toronto's trendy Furniture District, as well as its high-end interior finishes, says Brad J. Lamb, President and CEO of Lamb Development Corporation, who partnered with Hyde Park Homes and The Sher Corporation to develop the project.

Located on King Street East at Parliament, the 14-storey

tower will rise within the “original 10 blocks” of Old Town, Toronto. Also known as “Furniture Row,” this King Street strip is where you'll find designer meccas like Italia Interiors, Visitor Parking, Home Atelier, Studio B and UpCountry. It's where the works of industrial designers like Bellini, Van Der Roe, Knoll, Gehry and Rashid colour not just shop windows, but influence the thinking and style of both building interiors and exteriors.

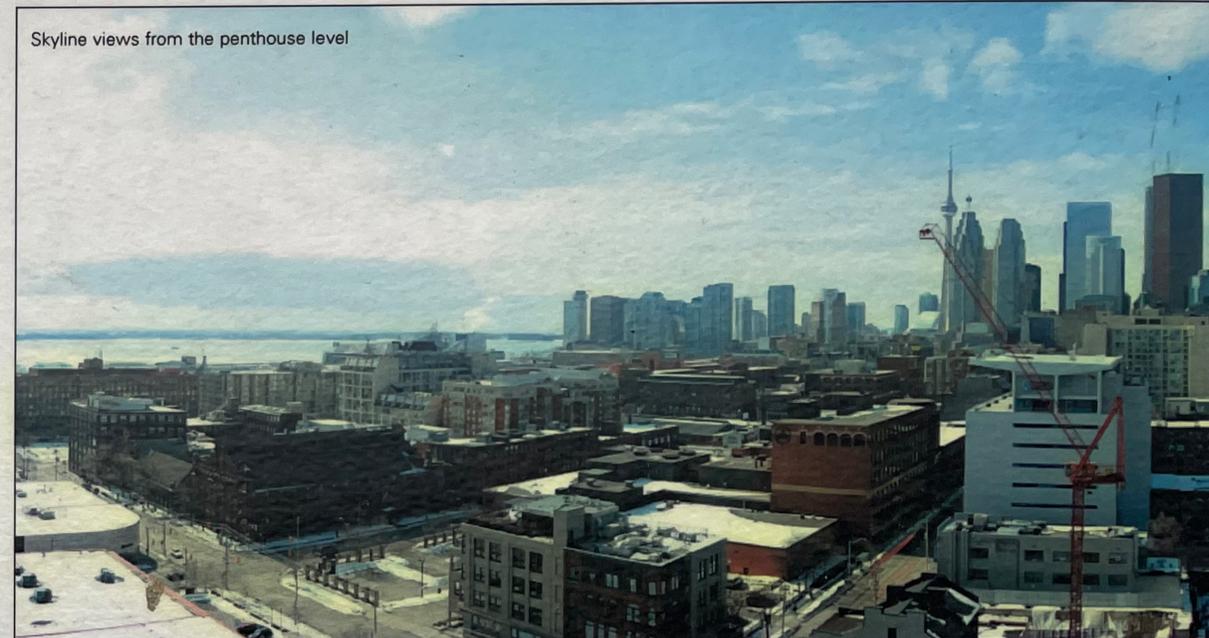
Second to location, The King East itself is a tribute to modern design, boasting fashion-forward features and high-end finishes from top to bottom, inside and out.

Designed by Core Architects, the building is a contemporary-style structure that pays homage to the area's historic element, which dates back to the 19th century without actually looking like a centuries-old building. “The partners at Core architects are modernists, each with a different slant to modernism,” says Lamb. “It's a very unique-looking structure.”

With work predominantly abroad, throughout the U.S. and Dubai, Core's Babak Eslahjou has rendered a playful presence that incorporates red brick tiers with concrete and generous outdoor terraces and balconies to “make a quiet, modern statement” from the view outside, says Lamb.

From the inside, the view is nothing short of spectacular. A two-storey mezzanine-style retail space beckons on the main level. Lamb describes it as “a gigantic glowing glass box,” spacious, with a soaring, 21-ft. ceiling. “Most retail sections in the condo market are kind of mean, dark and deep,” he says. “Ours is very accessible and friendly. Rather than just a forgotten thing, we've made it a true feature of the building.”

As Seen In The Condo Guide



Skyline views from the penthouse level

The “designer” appeal makes its way from the ground up, to the suites themselves – 30 different models, each named after an influential industrial designer like Charles Eames, Achele Castiglioni and Verner Panton.

A total of 176 units will range from 452 sq. ft. all the way up to the expansive 2,752-sq.-ft. sky penthouse, and everything in between, including one-bedroom, one-bedroom-plus-den, two-bedroom and two-bedroom-plus-den units priced from the \$200's to \$1.7 million. “This building is unique in today's marketplace since we're not just catering to first-time buyers,” says Shakeel Walji, Principal of The Sher Corporation. “We have large suites that appeal to people who are wishing to move up and are aspiring to grow in a dynamic neighbourhood along this stretch of King East, known as the Furniture District.”

Open-concept interiors feature exposed concrete, and offer unobstructed lake and city views via the floor-to-ceiling widows. From the nine- to 11-ft. ceilings to the high-end exotic engineered hardwood floors, the standard finishes at The King East are considered upgrades anywhere else, says Lamb. “These are the best finishes that I've ever offered in any building that I've developed, or have marketed, in the city.” With over 100 projects under his belt, that's saying a lot.

Spa-inspired bathrooms feature 12-by-24-inch porcelain tile and Corian countertops. “We wanted to bring in a higher-end feel to all the units in the building, so they're very high in design,” says Lamb. Kitchens will be outfitted with double caesar stone countertops and all wood – Italian-made walnut, teak or oak. “Not oak like

your grandma had,” says Lamb. “This is contemporary, very cool.” The kitchens are gas-cooking, and come with one of three appliance packages, depending on the unit purchased.

The majority of units offer balconies, patios or oversized terraces ranging from six to 20 ft. deep, with gas hookups and water connections. Built to comply with the City of Toronto Green standards, The King East also offers amenities like a board room, party room, two hotel-style guest suites, an auto-share program, and plenty of visitor parking.

With the building plan in place, the developers are also offering purchasers the opportunity to dress their suites to impress. With the obvious link between the location and the retail component of the neighbourhood, the developers have formed a relationship with local furniture merchants to offer an exclusive deal to purchasers at The King East – up to a 20-per-cent discount, adds Gary Freedman, Principal of Hyde Park Homes. “They've actually provided us with furniture for the model suite. That lets buyers see the furniture in place, and at the same time, if they wish to purchase the pieces, they'll receive a discounted rate.”

The King East presentation centre and model suite at King Street East and Parliament will be open to the public as of April 5, with closing dates slated for the end of 2010. For more information, call 416-368-5262 or visit www.thekingeast.com.

As Seen In The Condo Guide