



G is for Giraffe



tas designbuild

As the leaves turn

Fall is the season of change. What better time to spruce up your life with a new home?



GIRAFFE CONDOS —
A NEW GENERATION
IN BLOOR WEST
LIVING. DESIGN
THAT'S DIFFERENT.

OCTOBER 2008
SPECIAL ADVERTISING
SUPPLEMENT

UPPER, SMALLER

Little luxe condo
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A taste for
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FALL AFFAIR

Kill the chill
with hot decor
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A New Generation in Bloor West Living

As the name suggests, Giraffe the newest condominium project from TAS DesignBuild, seems to rise head and shoulders above the competition in all those areas mid-market buyers prize.

Located in Toronto's west end where Bloor meets Dundas West, the 29 storey tower is perfectly situated, not just for those who like the idiosyncrasies of the Roncesvalles and High Park neighborhoods, but also for those who work downtown. The subway can have them at Yonge and Bloor is about 10 minutes while the GO train can match that time to Union Station.

Then there is affordability. Giraffe is a true vertical community offering not just great spaces for singles starting out in life but for families as well. The mix of suites starts with 482-square-foot, one bedrooms and runs right up to 1,400-square-foot, three bedroom suites – the size of a suburban townhouse.

Prices start at just \$209,000, which puts home ownership well within the reach of those 20-somethings keen to have a place of their own.

But perhaps one of the most appealing features of Giraffe is its dedication to energy efficiency, environmental sustainability and leading edge design. While "Green" may be a popular buzzword these days in the condo market, in truth less than 10% of those projects now for sale have embraced LEED standards.

Giraffe, in sharp contrast is aiming for LEED silver. That means things like partnering with Bullfrog Power to provide 100% of the electricity needs from renewable sources. It means a structural design that does not see heat lost through walls of glass. It means energy saving appliances, materials chosen to ensure there will be no off-gassing of toxic fumes.



It means dual flow toilets and low flow facets throughout. It even means a marvelous 7,000-square-foot allotment garden on the roof of the adjoining 9-storey podium, which also houses the amenity spaces. Residents can cut food bills and eat healthier by growing their own vegetables.

"What Giraffe represents is our commitment to four basic principles," says Mazyar Mortazavi, a principal in TAS. "All our projects reflect a sensitivity to social, cultural, economic and environmental concerns – our four pillars of sustainability."

That concern for young families is one of the things that truly separates TAS from its competitors. There is a dramatic shortage of condo suites large enough to accommodate a family's needs in the GTA today, especially in urban neighborhoods.

TAS commitment to young families is readily apparent in its presentation centre. One of the model suites shows a two bedroom unit with the second bedroom decorated as a nursery.

"Truly great condo projects, in truly great neighborhoods have to be a place where residents can create their own balanced local community," says Mr. Mortazavi. "The mix of people living in them has to reflect the mix of the surrounding neighborhood."

This vertical community was designed by Teepie Architects, one of the new firms quickly gaining celebrity status in the design world.

Giraffe is light years away from the traditional steel and glass tower.

Its form cantilevers here and tucks neatly in there. The design is as distinctive as the name.

Nor has TAS forgotten those amenities that create the lifestyle today's condo buyers seek. There will be a full gymnasium/fitness centre, his and hers lockers with steam baths, a party room, a concierge and, of course, that marvelous roof top mini-farm.

Finally a bit about the suites themselves. They reflect all the flair and attention to detail you might expect from a company whose 25-year history is firmly rooted in creating some of the areas most stunning custom homes.

Suites feature full 9-foot ceilings, Italian inspired cabinetry, stone countertops and gloriously gleaming laminate flooring. Buyers can even place their own individual stamp on their new homes by mixing and matching from a range of pre-designed interior fixtures and features.

To see for yourself the advantages Giraffe offers go to the web site at www.giraffeliving.com or contact the Giraffe team for priority registration at 416-588-8020. The presentation centre on the northwest corner of Bloor and Dundas West. will be opening this fall.

