



THE MINDS BEHIND KING TORONTO ARE THINKING BEYOND CONDO UNITS

They envision a neighbourhood informed by history, heritage, architecture and urban planning

With well over half of its homes sold and construction beginning later this year, the team behind the KING Toronto development are at a key point in the life of a new building.

Since Bjarke Ingels' radical new structure was unveiled two years ago, Westbank and Allied have taken a unique approach to sharing KING Toronto's design and relationship to the city and its heritage.

The lobby of Allied's offices on Peter St. has been home to an exhibition, "Exploring KING," focusing on the

neighbourhood that gives KING Toronto its name and context. An exploration of history, heritage, architecture and urban planning, the exhibit was part of an ongoing campaign by the developers and Ingels' architectural firm to not only sell homes but share their vision for KING Toronto and its role in shaping the future of the neighbourhood.

As Westbank's director of sales and marketing, Michael Braun has been on the front line, working not just with prospective homeowners but with the



curious public who have been drawn to high profile events like last fall's Unzipped Toronto, featuring the 2016 Serpentine Pavilion designed by BIG.

"Condo marketing," Braun says, "is usually for people looking for a condo or an investment condo at that specific time. You put the model and the display suite out there, but there's no storytelling to the public about what you're trying to do."

"The success of KING Toronto isn't

just about the condo sales. The condo sales get the project funded and built. But we will also end up owning a couple hundred-thousand square feet of retail with Allied under the condos, and that's just as valuable. And telling people that story is an important part of sharing what's coming, and getting them excited about the retail and the future experience of the neighbourhood. The reason we do these exhibitions is because we want all of



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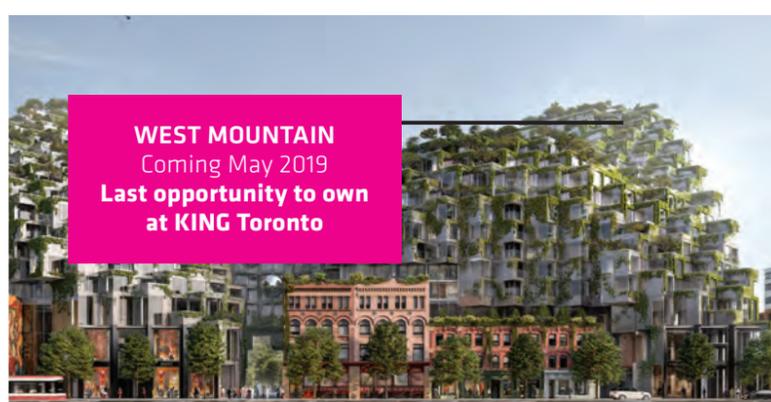
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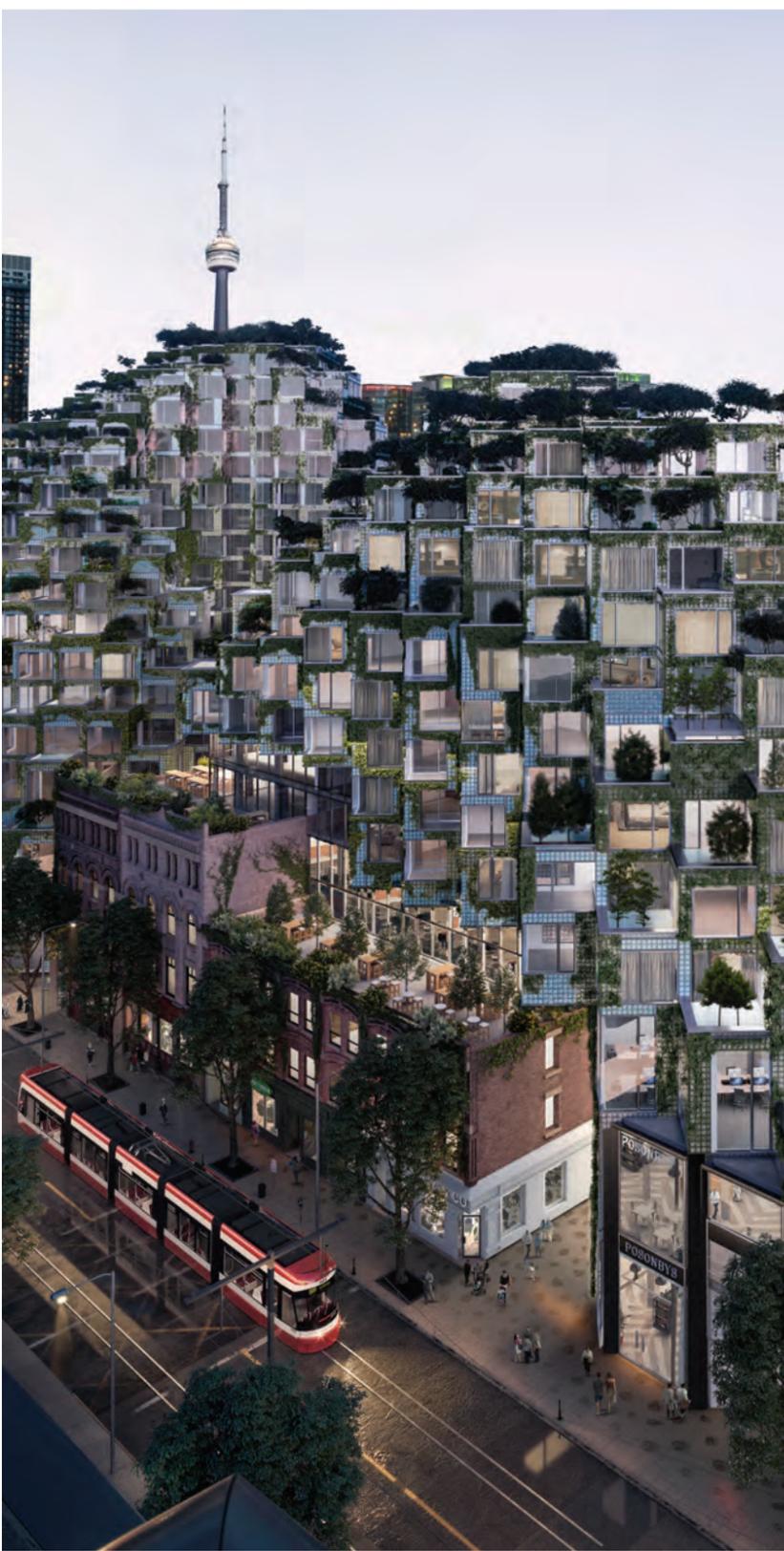
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RAO MARKETING
Sales & Marketing Consultant





We wanted to honour the neighbourhood context by maintaining and creating alleys, short cuts and underpasses – gaps and cracks for all kinds of urban life.”

— *Bjarke Ingels*
FOUNDER, BIG

Toronto to see this, whether or not they're interested in buying.”

Riz Dhanji, president of RAD marketing, has also been working on the campaign for KING Toronto, and says he's been surprised by the level of engagement from the public, even if they haven't had their eye on a unit in Ingels' greenery-covered “mountain” of glass-walled blocks.

“I was surprised at how many people talk about architecture and really love design.” Says Dhanji. “I think, as Torontonians, we've been used to mediocrity for too long. Nobody's pushed the envelope, like in New York or Singapore, to create world-class architecture. We've been putting up a lot of developments, but out of the box, first-class trophy real estate has not been available in Toronto. The response has been incredible.”

As part of Exploring KING, Allied's lobby recently played host to a forum featuring urban planner Ken Greenberg, landscape architect Marc Ryan of Public Work, and Alexis Cohen from heritage architecture preservation specialists ERA Architects. They made presentations on the neighbourhood, its built heritage, and its context in the city that surrounds it, with a hopeful eye on how Ingels' building can play a part in the future of a denser, but greener and more walkable downtown Toronto.

“I think KING Toronto is for the person who really thinks about what went into their product,” says Braun. “They might not necessarily be considering purchasing a condo, especially off a plan, but this building kind of drew them out, or this is why they're selling their house and moving downtown.”

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