

MUSEUMHOUSE



South facing views of the City



Contemporary layout with floor to ceiling windows

MAKE THE MOVE TO A SOPHISTICATED URBAN LIFESTYLE

By Jeremy Finkelstein

It's a process that takes time. Having watched their children move on and start new lives of their own, many homeowners come to the realization that it's time for a change. However, if this sounds like your stereotypical empty nester forced into downsizing, nothing could be further from the truth.

Today, few are ready to trade in their Armani suits for Bermuda shorts. What they are finding, however, is that with an increasingly flexible schedule, a life phase that was once synonymous with slowing down, has become all about living life to the fullest, personal growth and enjoying new experiences. That's why it isn't surprising that so many are willing to trade in the old 'pile of bricks' for the more liberating lifestyle offered by sophisticated urban condominium living. Make no mistake, this is no exercise in downsizing. Today, it's about finding the right size... and the right design to suit this exciting and adventurous new outlook on life.

This is the philosophy behind MuseumHouse on Bloor. This intimate enclave of 26 units built over nineteen floors is the vision of developer and real estate financier Sheldon Esbin. He and his wife, who have lived in Forest Hill for the past 35 years, experienced life at the Renaissance Plaza while their home underwent an extensive renovation. "We just had the time of our lives." Without the hassles of regular maintenance, the headaches of looking for downtown parking, and with the raw energy that comes from the Bloor and Avenue Road district, an urban lifestyle made all the sense in the world to Esbin. So when the property at 206 Bloor Street West became available, he jumped on it. He then enlisted the creative help of his

friend Sol Wassermuhl, President of Page + Steele Architects, and MuseumHouse on Bloor was born.

Page + Steele are no strangers to exclusive, high-end residential landmarks, having designed One Post Road, the Cheddington, the Windsor Arms, the Ritz Carlton and the Hazelton. MuseumHouse on Bloor will be a nineteen-storey tower, clad in limestone and metal with large expanses of glass to take full advantage of the remarkable city views. Direct elevator access will take residents to spacious suites with 10, 11 and even 12 foot ceilings and sprawling terraces. Plus, uninterrupted standby and emergency power is assured through a sophisticated power generator.

To ensure, however, that the interiors provide the sensibilities and comforts found in Toronto's most prestigious homes, Powell and Bonnell have been brought in to handle interior design, whether it is modern, transitional or traditional. Their influence has both complimented and enhanced the building's spacious suites with cornice moldings, hardwood flooring, marble and stone bathrooms with Kohler fixtures, European custom cabinetry by Rationale and appliances by Miele and Sub-Zero.

Floor plans (ranging from 1,950 sq. ft. to the 5,600 sq. ft. penthouse) offer familiar configurations for buyers who are used to spacious foyers and living rooms, separate dining rooms, and large kitchens and family rooms. Combine that with an Avenue Road and Bloor location that includes Toronto's finest dining and shopping, Daniel Libeskind's newly completed Crystal at the ROM, and historical buildings like the Victorian Royal Conservatory of Music, and a whole world of cultural exploration is readily accessible as discerning residents embrace a new lifestyle.

THE ART OF FINE LIVING, TORONTO

For more information, visit www.museumhouseonbloor.com
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