

Monday » September
10 » 2007

Condo firms get set to party Designs On Tiff

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Toronto's condominium developers are glamming up.

While the Daniels Corp. continues sales at its Festival Tower condo, other builders are joining the fray, too, inviting the glitterati into their centres as part of the Toronto International Film Festival.

TAS DesignBuild has opened up its M5V Condominiums sales centre on King Street West and Spadina Avenue for private festival-related events, while its design arm -- TAS Design Inc. -- is partnering with Time Canada to style three parties, hosting the likes of George Clooney, Michael Douglas and Leelee Sobieski.

"Time and ourselves ? have been pushing design and style in the city in a very hard way ? trying to bring a heightened level of awareness to the role design plays," says TAS principal Mazyar Mortazavi.

MuseumHouse -- by Yorkville Corp. -- also has a focus on design, making it another ideal TIFF partner, according to Nicholas Mellamphy, who is organizing the Vision Wardrobe Lounge, taking place through the first six days of the festival at the MuseumHouse sales centre at Bloor Street West and Avenue Road. There, celebs and international media will have the chance to check out and borrow items from Canadian fashion designers.

"It is so glamorous," Mr. Mellamphy says of the sales centre, which features interiors by design firm Powell & Bonnell. "It's elegant and chic and speaks to what we're trying to create with the lounge."

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