

## MORE CAN BE LESS

Focus your impact with a row of chandeliers. Glen Peloso explains, **H14**



## FORM TRIUMPHS

Victory Condos rise above function, **H10**

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# NEW IN HOMIES & CONDOS

## Opportunity of a lifetime



BERNARD WEIL/TORONTO STAR

"I've never felt tempted before," Sol Wassermuhl says of the 17th-floor condo he designed and bought at MuseumHouse on Bloor St.

## A new way to shop for properties

Condo Mall showcases a number of projects under one roof

**NEIL SHARMA**  
SPECIAL TO THE STAR

In Toronto's vast condominium market, potential buyers now have a one-stop shop to check out some of the city's homes.

The Condo Mall, open since March, is redefining the way condos are marketed. Rather than visit a slew of sales centres and endure zealous sales agents, shoppers can peruse a number of projects from some of the GTA's most reputable builders under one roof in Forest Hill.

Adam Sax, director of business development at Royal LePage West Realty Group, says his brainchild helps customers identify what they're looking for, and where to find it.

"The Condo Mall provides a service to consumers that isn't currently out there," he said. "Condo shopping in Toronto, one of the biggest growing cities with respect to new condos, is really difficult for consumers — so this made perfect sense. We're able to firstly identify exactly what you're looking for in one space and outline all the different options available to you, and all the different price points and all the different areas."

With developers inherently vying for increased market share, this concept is essential to breeding fiercer competition, which, one would imagine, translates into quality product, competitive sale prices, promotions and, ultimately, happier purchasers.

"This kind of model forces developers to be a little more competitive in their space," continued Sax. "It's a little different when you have sales sites scattered throughout the city and consumers can be distracted by different information, but when you're in one space, developers have to be completely transparent and they have to be a lot more competitive in what they're offering."

MALL continued on H5

## Architect was so impressed with the classy building he designed, he bought a whole floor

**RYAN STARR**  
SPECIAL TO THE STAR

Architect Sol Wassermuhl is used to having builders try to coax him into purchasing a condo at projects he designs.

"Every building we do," notes the president of IBI Group / Page+Steele Inc., "at some point the developer says, 'Sol why don't you buy a unit? I'll give you a good deal.'"

"But I've never felt tempted before."

Never before, that is, until MuseumHouse — a simple, elegant 19-storey tower on the north side of Bloor St. across from the ROM that offers some of the best views in the city. Designed by Wassermuhl, Muse-

"If I didn't take it, I would never have the opportunity again."

**SOL WASSERMUHL**  
ARCHITECT

umHouse has 27 full-floor and half-floor residences with individual elevator access.

The units have been customized to suit the particular tastes of the project's discerning purchasers, among them the drummer of a legendary Canadian rock band, the former president of one of the world's largest investment banks, and tycoons from Italy and France.

Five suites remain available for sale, including the penthouse, which was just released.

Wassermuhl and his wife bought the building's 3,500-square-foot sub-penthouse, which takes up the entire 17th floor.

They were attracted to the condo's location and its proximity to area hot spots, including the ROM, Art Gallery of Ontario and Yorkville, with its array of posh shops and eateries.

MUSEUMHOUSE continued on H12

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