

It's the best place to live. IT LOFTS ON COLLEGE



Boutique in nature, it will rise only seven storeys with 56 suites. Floors two to five feature nine-foot ceilings. Floors six and seven are where you'll find penthouse suites with ceiling heights of 10 feet. A fabulous feature of floors four to seven is their extensive terraces with three levels featuring built-in planters to minimize the impact of storm water while adding a green feature, literally and figuratively.

Sizes range from 570 square feet for a one-bedroom to 1,250 square-feet. Two suites are "through" units showcasing both north AND south views as they traverse the building offering a phenomenal living space of 60 x 25 feet, plus terrace space. Layouts are unique and innovative making IT



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Lofts even better for those with a desire for something different, daring and dramatic as only contemporary living can be.

Visit the sales centre at 884 College St. to experience the design of the European kitchen and bath. Done in a two-tone style, the kitchen features high-gloss lacquered cabinets—with white on the bottom and shocking red above, tempered by an island that does double duty as a table. Accent lighting, above and below enhances the space. Suites will include porcelain in the baths, engineered hardwood, floor to ceiling windows and balconies of frosted glass that offer privacy yet allow the light to flow through.

Prices start at \$299,250 for a junior one-bedroom. While they range to the mid-\$800,000s at the high end, there are penthouse suites available at the \$500,000 range illustrating that IT Lofts is in reach of buyers at various levels of the condo marketplace. Because of its scale, completion is expected in spring 2014.

Attend the preview opening of IT Lofts May 12 by pre-registering on the website at www.itlofts.com. Discover why IT's the best place to live.



Little Italy, Little Portugal, Dufferin Grove Park, Dundas West.... cafes, unique shops, trendy eateries, yoga, bakery, transportation. It's the perfect place to be. IT Lofts – is the perfect place to live.

Set within an established neighbourhood, there is nothing to wait for. It's all right here. From its corner position at Rushmore and College, it's close to the action with access to everything, but not in the heart of congestion. It's a getaway, a walk away, and it's home.

IT Lofts marries contemporary cladding and glass with brick and windows to offer dimension and detail. Outside, you've got the city at your doorstep. Inside, starting with the lobby, you'll find luxurious finishes of marble tempered by old world materials like reclaimed wood.

Developed by Dino Longo and Howard Goldstein of Worsley Urban Partners, they designed IT Lofts to be part of the neighbourhood. "We've designed a boutique condominium that will blend into the fabric of the neighbourhood," says Longo. Like their earlier success with KEW, another boutique condo project near Toronto's Beach community, it offers a sophisticated blend of luxury, pleasure and convenience in an attractive low-rise residence. It offers contemporary style and features and finishes beyond the norm as well as amenities at every corner including the main floor which offers a retail space for a potential restaurant or coffee shop. It draws on the surrounding community to complement the urban lifestyle being offered.