

# Stylish midtown condo breaks ground

Freed Developments and Capital Developments begin construction on Art Shoppe Lofts + Condos

**EXCITEMENT IS GROWING** as one of midtown's most stylish condos moves closer to completion. Freed Developments and Capital Developments execs gathered with partners, colleagues and friends at the iconic Yonge Street site to celebrate the start of construction on Art Shoppe Lofts + Condos.

Recognized as the fastest selling project of 2015 and BILD's 2016 Project of the Year, the Art Shoppe Lofts + Condos marked its ground breaking ceremony with a soil turning by the developers and a gracious "thank you" to the teams and individuals who have worked tirelessly to reach this milestone.

"We bought this site about four years ago, and after all of the hype and excitement surrounding the launch, it's almost surreal to see Art Shoppe really taking shape," says Peter Freed, president of Freed Developments. "To be able to bring a building with such a distinctive approach, a world-famous designer, and an amazing range of offerings to Toronto's most famous street is a fantastic opportunity, and very exciting for us."

Special guests included Peter Freed, president of Freed Developments; Jordan Dermer, managing partner of Capital Developments; Todd Cowan, managing partner of Capital Developments; Eric Kuzuian, president of PSR Brokerage, and a number of other partners, financial investors, friends, and supporters of the development.

"The start of construction is a significant milestone because it shows the neighbourhood and our future residents that the project is one step closer to completion. It's wonderful to see these shovels in the ground," says Cowan.



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Slated for occupancy in 2019, the development features a 28-storey tower on the north side of the property, which steps down to a mid-level 12-storey podium of loft suites to the south. World-renowned, international style icon, Karl Lagerfeld is designing the condo's two residential lobbies.

In addition to the lobbies and 24/7 concierge, amenities include a Zen courtyard overlooked by a two-storey fitness centre; an indoor/outdoor yoga room and juice bar; a professionally designed party room with chef's kitchen, bar, dining area and lounge; plus a wine-tasting room and private storage lockers. The project's pièce de résistance will be its rooftop garden, boasting a linear outdoor swimming pool and stunning views of the city skyline beyond.

Stretching an entire city block on Toronto's iconic Yonge Street, Art Shoppe Lofts + Condos is steps from the Eglinton TTC subway station, and perfectly positioned for the opening of the future Eglinton Crosstown LRT line.

Two levels of prime retail along Yonge Street – 80,000 sq. ft. in all – will connect the new building to the existing neighbourhood by bringing more animation to its historic main street.

Art Shoppe Lofts + Condos is now 95 per cent sold, with just a few select suites remaining available.

*For more information, visit [artshoppecondos.com](http://artshoppecondos.com) or email [sales@artshoppecondos.com](mailto:sales@artshoppecondos.com) to book an appointment.*