

Meet your match.
home
TRADER

Free
GTA Edition

4-WEEK ISSUE August 3 - 31, 2009
Your Best Source for Condos

CONDO GUIDE

hometrader.ca™

INSIDE THIS ISSUE

**BUY EARLY,
IT'S WORTH THE WAIT**

**THE CHANGING
REAL-ESTATE MARKET**

**MARKETPLACE:
BONJOUR PARIS!**

**SOMETHING
INCREDIBLE
IS HAPPENING AT**



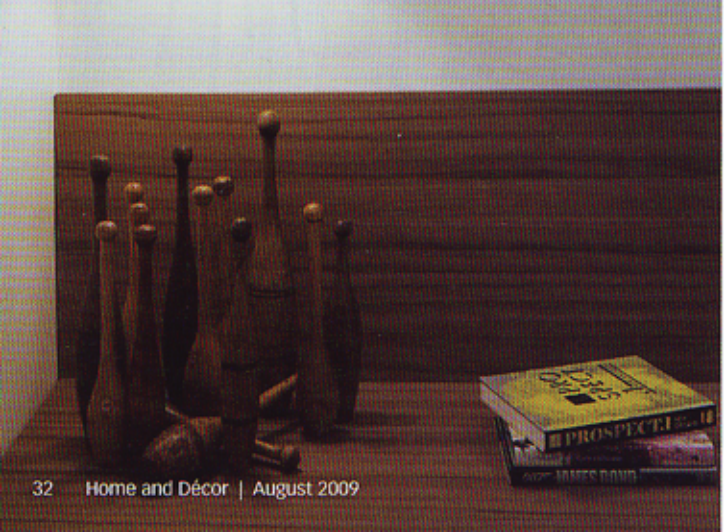
**EMERALD
CITY**
CONDOMINIUMS

ELAD GROUP CANADA INC.





Pictured below, from left to right: Elaine Cecconi, Anna Simone and Brad Netkin, Principals of Blurredge Group





LUXURY LIVING AT LIPPINCOTT

STORY BY **LYDIA DUMYN** PHOTOS BY **JOY VON TIEDEMANN PHOTOGRAPHY**

Talk about dream teams! The aptly named Blurredge Group – a collaboration between award-winning interior design firm Ceconi Simone Inc. and Netkin Architect – has blurred the edge between architecture, landscape and interior design at their first venture, Lippincott Living, the up-and-comer nestled on Lippincott Avenue near Toronto's trendy Kensington Market district.

This exclusive eight-townhome collection promises to redefine urban living by offering space, privacy and nature – all rarities in downtown Toronto.

In the last two years, interior designers Elaine Ceconi and Anna Simone, who have already made their mark on the Toronto and international interior design world over their 20-plus year career as Ceconi Simone Inc., and Architect Brad Netkin collaborated creative forces to consider architecture, interior design and exterior environment throughout the planning process of this highly anticipated new project.

“Collaborative design is, I feel, the next frontier in

residential development,” says Anna Simone, one of the Principals at Blurredge Group. “Architecture and design are two sides of the same coin and it makes logical sense for both parties to come together at the beginning rather than at the end.”

“As designers, our work is usually confined to the limits of pre-built space,” adds Blurredge Group Principal Elaine Ceconi. “What collaborating with Brad allows us to do is make many of our design decisions up-front so they mesh organically with the space they inhabit. It's a whole new way of working and one that has all of us really excited to see what we can dream up.”



From dreams to dream homes, Lippincott Living puts you in the lap of luxury. Cecconi Simone's clean, contemporary style, coupled with Netkin's flair for design, gives these modern townhomes a "limited-edition couture" feel that's fit for the most distinctive buyer.

FACTS AND FEATURES

The collection of eight townhouses will be clad in masonry, wood siding and architectural features in metal, topped by a sloping green roof.

At ground level, a landscaped pathway leads to each unit's private, south-facing terrace with wood privacy screens, built-in planters, exterior lighting and an optional barbecue.

A wood-clad entry door welcomes residents and guests into each home with an eight-ft., pivoting, three-panel glass wall opening onto the terrace, inviting the outdoors in, and the indoors out.

Continue inside to an open-concept dining room/kitchen/living room, where built-in benches, cabinetry and the full-height pantry give these functional spaces a sleek, streamlined look while maximizing every inch of space.

Each three-storey Lippincott Living townhome is dressed to the nines from floor to ceiling – 10-ft. main-floor ceiling, nine-ft. second-floor ceiling, and eight-ft. ceiling in bathrooms and basements, to be specific. Kitchens are well equipped with Corian countertops; ENERGY STAR appliances; a stainless steel refrigerator flush-set into the wall; a microwave and dishwasher built into the kitchen island; and a European-style cooktop in gas or ceramic with a built-in wall oven below. Bathrooms boast large-format porcelain tile floors; a pair of custom-designed Corian sinks with integrated countertops; a freestanding tub in the master bathroom and a separate shower and European two-piece toilet set within a frameless, frosted-glass enclosure. A second bathroom boasts a European two-piece toilet, single Corian sink and a linen closet. A powder room offers luxury on a smaller scale, with a Corian sink with integrated countertop and backsplash and a European two-piece toilet. A separate basement laundry area features a side-by-side washer and dryer and secured underground parking is handy in this busy area.

A tour of the model suite will leave you floored. If you like what you see you'll be glad to know that you can have it all – the furniture, the lighting, the accessories, right down to the cutlery.



“Working alongside Anna and Elaine has been really inspiring,” says the third member of the Blurredge Group, Principal Brad Netkin. “What continues to amaze me is how smoothly our ideas integrate with one another, and how easily the ones that don’t serve as launching pads to other things. It’s refreshing to be able to collaborate instead of merely compromise.”

Construction on Lippincott Living is scheduled to start this summer, with occupancies slated for spring of 2010. The presentation centre is at 1335 Dundas St. W., located inside the Cecconi Simone Inc. headquarters, open by appointment only. For more information and to check out floor plans, visit www.lippincottliving.com or call 416.850.8112.