

get up there the answers simple You lift me up the view up here,
seen through You're from above, hey Hey, when I first saw you, I g
didn't let go Then it occurred to me while tryna fight it Just like a ki
gust of wind You hit me off sometimes Like a gust of wind You pu
er's someone up there Who ushers in The air I need to power my sa
of the air I said yeah 'Cause when I'm feelin' real low I remembe
no love, I can board the skies Riding away that electrified mothersh
nds of the northern sky Is the closest thing, and here is why 'Caus

I breathe it Music as **untitled.** hover Who cares if the
breathe it If you never discover, forever you'll suffer Who cares if the

You hit me off sometimes Like a gust of wind You push me back ever
p there Who ushers in The air I need to power my sail When I ope

d yeah 'Cause when I'm feelin' real low I remember I love you I p
got excited Tried to keep my composure, tryna hide it But I didn't kno

earn to ride it But I didn't know I had to let it go Like a gust of win
e every once in a while Like a gust of wind You r

l When I open the window I wanna hug you 'C
member I love you I put my hands in the air And you were the

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FIRST ACCESS TO TORONTO
PRE-CONSTRUCTION
CONDOS

CURATED CONDOMINIUMS AT YONGE & EGLINTON,
IN COLLABORATION WITH

Pharrell Williams



"Living untitled lets you create your own world,
and a space where you can just be."

- pharrell williams



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"Our architect, IBI Group, developed a process where we can connect music into architecture, and in doing that we've created a building that in its essence has been formed by music."

- sheldon fenton

PRESIDENT & CHIEF EXECUTIVE OFFICER
RESERVE PROPERTIES





It's about finding the right notes.

Inspired by the timelessness of nature and the elements. Driven by a common passion to create a universal space where a continuous energy is fluid and inviting. A space that's humanized and dynamic. This is the art, the process...

Sound waves travel through space and time like a purposeful gust of wind.

Curated condominium residences in collaboration with Pharrell Williams, Reserve Properties, Westdale Properties, and a hand selected team of consultants ready to push boundaries and create a space for people that feels like home...

Space is only a backdrop. The experience is you.

Music, fashion, design, architecture...what unites us is our love of the artful, the visual, and the structural. This is the swerve. An appreciation for the art itself. The process, inspired by a song. An aesthetic created from the fluidity of movement. Sound waves; an expression. Art is boundless. We know no bounds. This is our time. This is our space.

This is untitled.



defy labels.



"The concept is inspired by the music and the very strong relationship to the form that emerged for the building. We found the right notes that gave us a very elegant and fluid form. If you go around the building, no two faces are the same.

It's very dynamic. It's constantly changing, so your experience of the building changes."

- mansoor kazerouni
GLOBAL DIRECTOR, BUILDINGS
IBI GROUP

My heart is filled, with love and care
Not an ounce of gas, I would get up there

The answer's simple

You lift me up

The view up here, I see all the stars

There go Venus, and there go Mars

Somethin' you been through

You're from above, hey

Hey, when I first saw you, I got excited

Tried to keep my composure, tryna hide it

But I didn't know

I didn't let go

Then it occurred to me while tryna fight it

Just like a kite, you learn to ride it

But I didn't know

You're s'posed to let it go

Like a gust of wind

You hit me off sometimes

Like a gust of wind

You push me back every once in a while

Like a gust of wind

You remind me there's someone up there

Who ushers in

The air I need to power my sail

When I open the window

I wanna hug you

'Cause you remind me of the air

I said yeah

'Cause when I'm feelin' real low

I remember I love you

I put my hands in the air

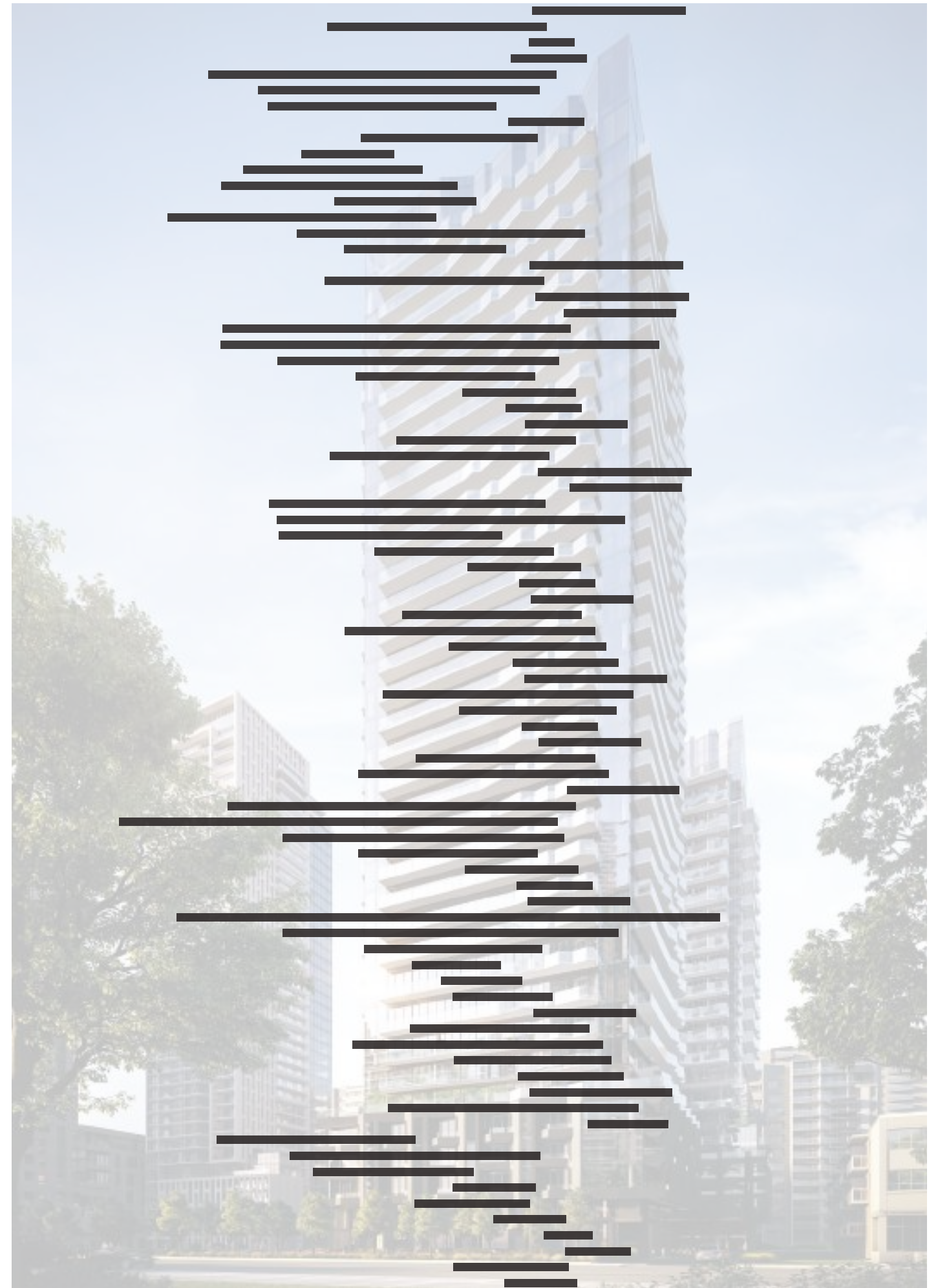
And you were there



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IBI GROUP





"Pharrell's vision and ideation outside the realm of real estate added so much to our process and inspired the entire team to push boundaries and create something truly amazing."

- shane fenton
CHIEF OPERATING OFFICER
RESERVE PROPERTIES



"The collaboration between Reserve, Westdale and Pharrell Williams, as well as our incredibly talented consultants, really brought to life a new way of thinking."

- jessica fenton
DIRECTOR, MARKETING & CLIENT RELATIONS
RESERVE PROPERTIES





EGLINTON

E G L I N T O N







*first saw you, I got excited, Tried
 to keep my co
 it, But I didn't
 Then it occur
 fight it, Just
 to ride it, But I didn't know, You're
 sposed to let
 wind, You lo
 Like a gust of
 back every o*



"We built our first project in this neighbourhood, and so we've been in the area for a long time. There's something for everyone at Yonge and Eglinton. There's movie theatres, restaurants, bars... There's the subway on Yonge, transit on Eglinton. You don't need a car. It's all pretty exciting."

- ron kimel
 PRESIDENT
 WESTDALE PROPERTIES



"With the Yonge Street subway meeting the Eglinton Crosstown LRT, this area is the centre of the city. It's a great neighbourhood with convenient transit, amazing shopping, restaurants and entertainment. This project is going to fit perfectly within the landscape of Midtown Toronto."

- mitchell cohen
 CHIEF OPERATING OFFICER
 WESTDALE PROPERTIES



map.

Transit

Eglinton Subway Station - Line 1
Eglinton Crosstown LRT

Grocery

Camden Market
Cheese Emporium
Dufflet Pastries
Loblaws
Marcheleo's Gourmet Marketplace
Metro
Noah's Natural Foods
Sobeys Urban Fresh
Summerhill Market

Shopping

Beauty Supply Outlet
Best Buy
Carbon
Casalife
Club Monaco
Flowers Of The World
Gap
Higher Ground
Indigo
Jerome's Menswear
Kiehl's
LCBO
Lululemon
Mendocino
Modern Optical
Papyrus
Pawland
Rexall
Sephora
Shoppers Drug Mart - Yonge
Shoppers Drug Mart - Mt. Pleasant
Softmoc
Sport Chek
Sporting Life
Sporting Life Bikes & Boards
Swarovski
The Body Shop
The Source
Toys "R" Us
Uberdog
Urban Outfitters
Van Rijk
Want Apothecary
West Elm
Wine Rack
Winners

Lifestyle

Barre Beautiful
Barreworks
Blo Blow Dry Bar
Blythwood Ravine Park
BMO Bank Of Montreal
Body Harmonics
CIBC
Civello Uptown Salon
CrossFit Metric
Educo Salon
Enterprise Rent-A-Car
Epoca Group
Goodlife Fitness / Dunfield Club
HSBC Bank
Mankind Grooming Barbershop
Merrithew Studio
North Toronto Memorial Community Centre
Orangetheory Fitness
RBC Royal Bank
Redpath Avenue Parkette

Scotiabank
Sherwood Park
Spinco
TD Canada Trust
The Ten Spot
Yoga Tree

Nightlife and Entertainment

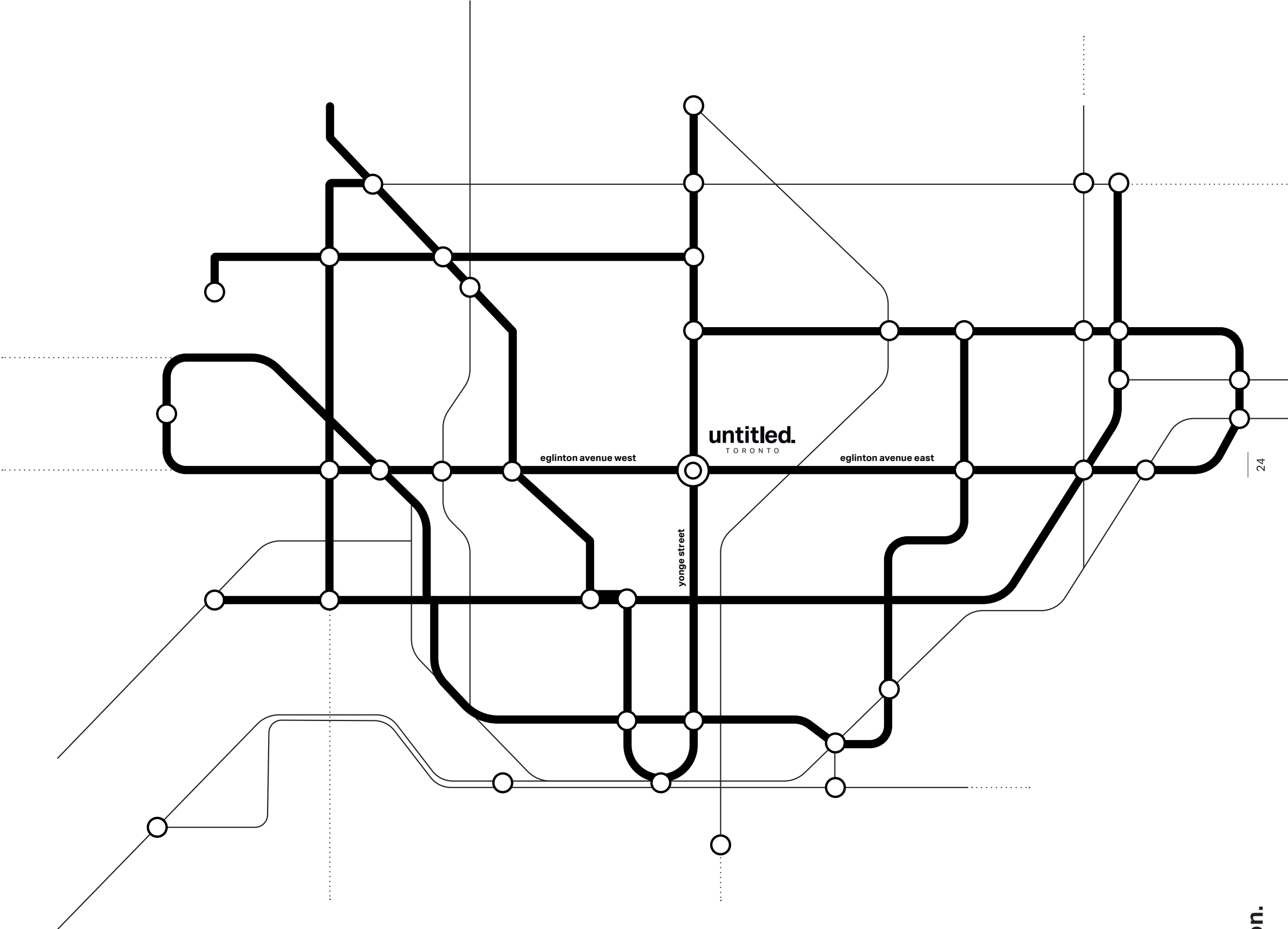
Cineplex Cinemas Yonge-Eglinton
Absolute Comedy
Alleycatz
Duke Of Kent
Good Fortune Bar
Granite Brewery
Prohibition Gastrohouse
Scruffy Murphy's Irish Pub
Snakes & Lattes Midtown
The Fox
The Right Wing Sports Pub
The Rose And Crown
VIP Famous Players
Canada Square Cinemas

Dining

Aroma Espresso Bar
Bagel Stop
Bolan Thai Cuisine
Booster Juice
Bar Buca
Byblos
Chipotle
Churrasco Villa
Cibo Wine Bar
David's Tea
Five Doors North
Fresh
Freshii
Grazie Ristorante
Greenhouse Juice
Istanbul Café & Espresso Bar
Jules Café Patisserie
Kinton Ramen
Kiva's Bagel Bar
La Carnita
La Salumeria
La Vecchia
Lime
Little Sister Indonesian Food Bar
Mandarin
Pi Co
Pickle Barrel
Pizzeria Via Mercanti
Rolltation
Salus Fresh Foods
Sip Wine Bar
Starbucks - Eglinton
Starbucks - Mt. Pleasant
Starbucks - Yonge
Tabùlè
The Burger's Priest
The Cupcake Shoppe
The Homeway
The Keg
Thobor's Bakery
Uncle Betty's
Village Juicery
XO Gelato
Zee Grill Seafood Restaurant & Oyster Bar

Education

Blyth Academy Lawrence Park
North Toronto Collegiate Institute
Northern Secondary School



**what's in a name?
who you are, what you do,
how you love, what you seek,
how you feel, where you live...**

defies labels.

**space is only a backdrop.
the experience is you.**

"It's been incredible documenting such a unique collaboration. As a collective, this team is all about pushing boundaries and creating something completely new, fresh and exciting. Living untitled means living authentically, and that's for everybody."

- jeremy gladstone
CREATIVE DIRECTOR
GLADSTONE MEDIA INC.

excited,

pressure,

I didn't

Then it

e trying

kite, you

I didn't know,

to go, Like a gust





process.

Hey, when I first saw you, I got excited, Tried to keep my composure, tryna hide it, But I didnt know, I didnt let go, Then



let it go,

Like



Not

"There's a timelessness to nature.
That's what I love about this building.

It reminds me of the wind, the elements..."

- pharrell williams



hit me off sometimes, Like a gust of wind, You push me back every once in a while, Like a gust of wind, You remind me





arrival.



Each space is simply a backdrop to your own experience.

Come home to a unique sense of arrival. The entrance waterfall greets you and your guests with the serenity of minimal forms to create a dramatic cascade. This falling water echoes throughout the lobby areas as spaces for movement and gathering, with an emphasis on nature.

The oasis gallery and reflection lounge, extensions of the lobby space, use tranquil stone materials in a rhythmic pattern to accentuate the focus on the serene. Reflected in the use of light, glass, stone and plant life, this is the place for you to focus on your own rhythm.





reflection lounge



concierge

sense of arrival.





*found from above, they
ours, I didn't let go, Then
posed to let it go,*



*then it
posed to
once in a
ed to power*

"Combining the essence of form, natural materials and a focus on the residents, untitled is an exploration and play between nature, essentialism and Japanese ideals. Using plants, water, light and form, the spaces develop a backdrop to the residents' own experiences, intended to relax and inspire each individual while remaining universal."

-kelly cray
PRINCIPAL, CREATIVE
U31 DESIGN

*care, Not an
stars, There*

*t saw you, I got
me with myna*

just of wind, You



gather.

Gather in inspired spaces paying homage to Japanese gardens and landscapes, translated through the use of organic forms and airy plant life. Inspired by the minimal aesthetics of essentialism and a continuing connection to nature, spaces for gathering offer a combination of work and lounge seating to create adaptable areas for collaboration, social interaction, and productivity.

amenities.

coworking garden



coworking lounge





social lounge



social lounge



private dining





outdoor dining and social lounge



amenities.



move.

Spaces that energize and encourage movement, set a playful tone, with areas that use bright colours and contemporary sculptures. Mirrored columns and accents reference the optics of play, while organic lighting features mimic movement and create dynamism. Design elements in the fitness centre encourage energy and action, while views to the meditation garden bring natural light into the space. Subtle pink tones elevate the basketball court as a place for play, separating it from the traditional. Acting as a canvas for exploration, the kids' playroom combines minimal forms and the juxtaposition of bright colours, warm white hues and pale wood accents, with playful curved features referencing elements in nature.



fitness centre



basketball court





immerse.

Immerse in experiences for reflection, relaxation, and release. Using minimal, natural materials and concealed light, the ideals of minimalism echo throughout the tranquil meditation garden, indoor pool and lounge, spa, and outdoor pool and lounge areas. Stone and ambient lighting form the base for essentialism and serenity, with soft falling water that plays on geometric shapes and natural tone-on-tone materials to encourage relaxation and balance.





"To me, the key element is water and space. With water, there's a continuous fluidity. The energy just continues to flow. Even when you are still, water is moving. There's movement around you. Open spaces create the perfect silhouette."

- pharrell williams













N →



**this is your space.
this is your experience.**



Thoughtfully designed layouts, a reflection of your own experience. This is your space to pause, recharge, and feel inspired.



"I always feel like a song and a relationship and a living space are the very same. It's how a person looks that gets your attention but it's what they say that keeps you. It's how a song sounds at the very beginning but it's what the lyrics really mean that keep you. It's the lobby and outside that get your attention but what brings you home is that level of consistency, that level of honesty ... it just flows."

- pharrell williams





living room

features and finishes

Floor to ceiling windows*

Smooth finished ceilings throughout

Pre-finished, wide plank laminate or luxury vinyl floors***
throughout except in bathrooms and laundry room

Custom designed European style kitchen cabinetry***
with quartz or porcelain countertop and backsplash***
and single undermount stainless steel sink

Premium integrated and stainless steel appliances

Custom designed European style bathroom cabinetry
with quartz or porcelain countertop***

Built-in cabinet with vanity mirror

Rain style showerhead, deep soaker bathtub* with
porcelain tile*** on all wet wall and floor surfaces

Individually controlled heating and air conditioning

* Denotes availability determined by suite design.

*** Denotes finishes to be selected from the vendor's samples.
All features and finishes subject to change without notice.

E. & O. E. December 2019

developers



Reserve Properties is an active developer of residential, retail and mixed-use properties. With over three decades of experience, the executive has been involved in more than 125 projects encompassing more than 12,500 homes and 2 million square feet of commercial and retail space across North America. The Reserve team spans two family generations, offering extensive expertise in all aspects of real estate development, construction and financing. Reserve Properties hires the best professionals and consultants to help bring each venture to life. This philosophy, coupled with a steadfast commitment to the best interests of their clients and customers, has helped the company achieve the success it enjoys today. With a history of executing forward-thinking multi-residential projects like Line 5, Rise, and Bellefair, as well as high-volume retail spaces for national tenants including Starbucks, LCBO and Shoppers Drug Mart, Reserve has always demonstrated a progressive approach to neighbourhood development. The team has spent recent years acquiring strategic properties throughout the city that will allow them to continue this vision. Reserve's commitment to inspired architecture and a sophisticated understanding of interior design and lifestyle programming is highlighted with untitled, which will deliver a new vision for residential living at Yonge and Eglinton.



For over 60 years, Toronto-based Westdale Properties has owned, managed and developed real estate across North America. As a family company with a unique vision for multi-residential real estate and an understanding of mixed-use development, Westdale is committed to fostering positive experiences for the thousands of people who live in, work and shop at their properties. Westdale's Canadian portfolio alone includes close to 7,000 residential units and over 2.5 million square feet of retail, commercial and industrial spaces. Across the US, Westdale owns and manages close to 47,000 residential units in 200 properties and 30 cities, as well as 1.8 million square feet of retail and commercial space. Westdale's Food & Hospitality portfolio includes some of Toronto's most loved restaurants, including The Chase, Kasa Moto, Planta and Palm Lane. Westdale's team of almost 1,500 employees across Canada and the US share a dedication to their partners, tenants and clients, bringing a nimble approach and creative strategy to every project they build, develop and manage.

in collaboration with

Pharrell Williams

Pharrell Williams is a 13-time Grammy Award-winning artist, producer, songwriter, philanthropist, fashion designer and entrepreneur, known for high-profile collaborations, including a capsule collection with Chanel and a long-standing relationship with Adidas and Human Made. Other collaborative projects include an upcoming Youth Centre in Virginia Beach with Oppenheim Architecture + Design, work with Zaha Hadid Architects and the creation of the Something in the Water Festival. This collaboration with Reserve and Westdale marks Pharrell's first foray into multi-residential development.



IBI Group is a global firm of architects, engineers, designers and technology professionals who create vibrant, livable and sustainable urban environments. IBI Group Architects are recognized leaders in residential, hospitality, retail and mixed-use design. Under the leadership of Design Principal and Global Director of Buildings, Mansoor Kazerouni, IBI has designed many of Toronto's exclusive condominium developments. The firm is currently working in major cities across Canada, the United States, the UK, Middle East and India.



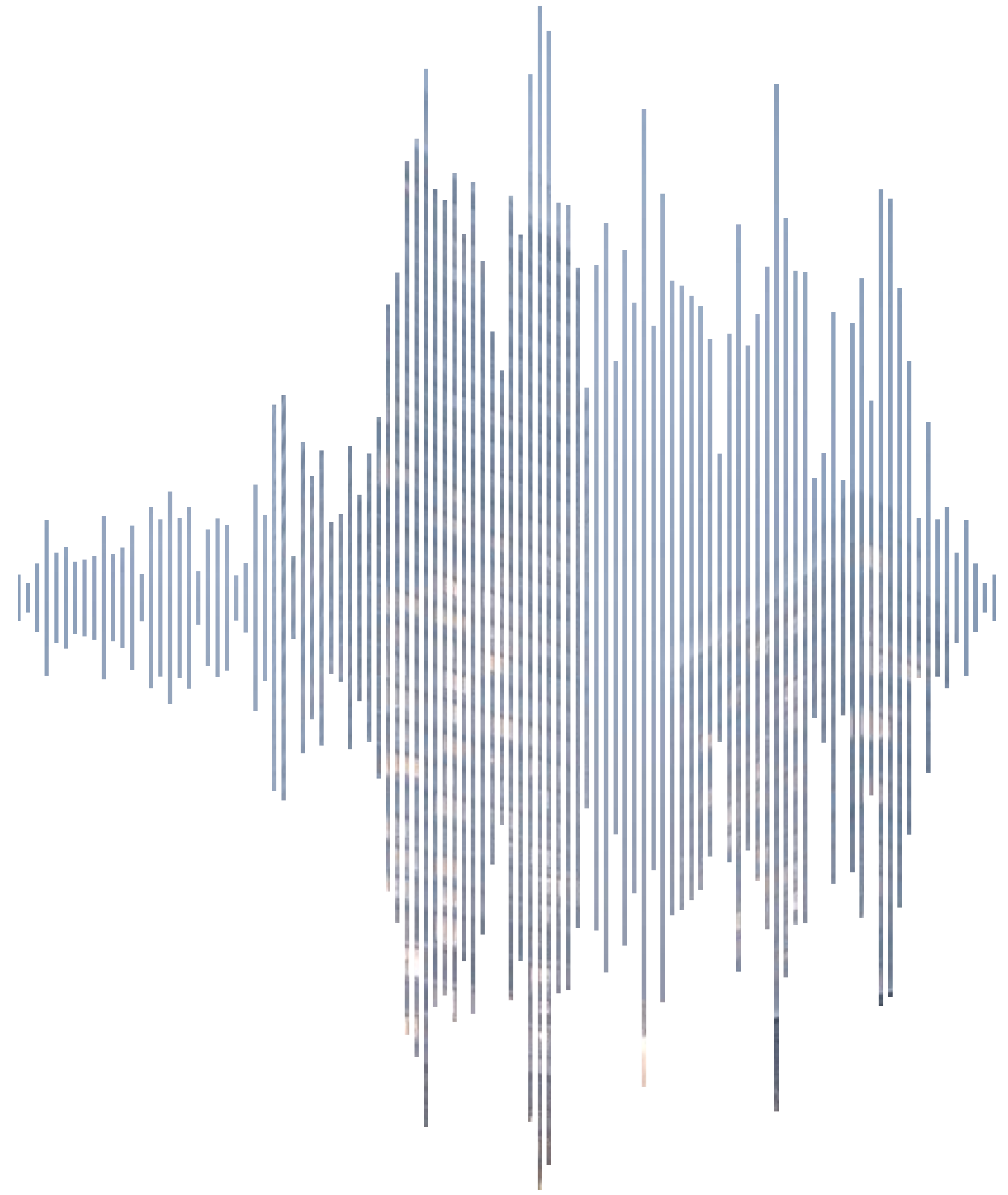
Principal Kelly Cray leads award-winning interior design firm, U31, collaborating with clients to ensure that truly creative and innovative ideas are realized. The studio places the client first by respecting individual tastes throughout the design process, with the ultimate objective of both enhancing and elevating their lifestyle experience. From mixed-use development projects, workspaces, to large-scale luxury homes, U31's diverse portfolio of sophisticated hospitality, commercial, and residential work has been recognized throughout North America, the U.K., and the Caribbean.



gladstone media inc.

Gladstone Media is a boutique-style creative advertising and multimedia production agency, based in Toronto. The agency provides strategic marketing solutions that are meaningful and effective, helping brands to stand out and connect with their audiences. Gladstone Media's dynamic team provides unique insights and diverse skill sets in the areas of strategy and planning, design and production, digital and social, and targeted marketing communications.

live your life untitled.









**space is only a backdrop.
the experience is you.**

