

DNA3:

The King West evolution continues



In a crisp fall evening recently, hundreds of Toronto's hippest gathered at the DNA3 presentation centre for an exclusive preview of the third and final phase of Downtown's Next Address, Canderel Stoneridge's acclaimed condo development on King Street West.

As a DJ spun tunes with a bongo player, the crowd sipped martinis, noshed on canapes and checked out the innovative 7,000-square-foot sales centre, which enables visitors to take a virtual tour of DNA3 before it's built, with real-life replications of the suites and common areas, including the chilled-out rooftop terrace.

Back in 2002, the original DNA set the standard for King West condos, offering high-end finishes such as stainless steel appliances and granite countertops that up until then had been considered upgrades. DNA2 launched in 2004 and carried on with this evolution, adding more features and retail space to the mix.

Now DNA3 continues to lead the industry when it comes to downtown condo living, offering cutting-edge design, ample amenities and funky finishes.

"We set the bar for quality and finishes with the first two DNAs," says Riz Dhanji, Vice-President of Sales and Marketing for Canderel Stoneridge, noting that the previous projects have enjoyed the highest resale values of all buildings in the area. "They instantly became the coolest, most sought-after condominium projects in the King West neighbourhood. With DNA3 we're taking that brand to a whole new level."

In DNA3, Graziani + Corazza Architects have designed two modern, distinguished buildings with sleek glass exteriors that reflect the energy and excitement of King West. DNA3 will boast 20,000 square feet of retail space at the podium level, the most of any condo in the area. It will also have an impressive 6,000 square feet of amenity space, including a second-floor rooftop terrace with semi-private lounges and intimate dining areas, as well as barbeques, cabana beds and a sundeck.

If things get too hot up on DNA3's sundeck, there will be a special misting station to help keep things cool, providing a more sophisticated alternative to an outdoor pool. Mingling your thing? DNA3 will also have three party rooms,



*Canderel Stoneridge takes it to a **whole new level***



games room and a theatre room. Need to tone up? There will be a state-of-the-art fitness centre, aerobics and yoga room; afterward you can retire to the super-relaxing rain room with spa beds and LCD screens.

When there's work to be done, DNA3 will also have a fully equipped business centre, with group lounge seating, Wi-Fi and private work stations and plasma screens. "Buyers at our previous DNA projects told us they loved having an array of amenities and they wanted more," says Dhanji. "And we've definitely delivered that with DNA3."

DNA3's 500 plus units range from 340 square foot studios to over 900 square foot lofts. Prices start in the \$200,000's and go to over \$450,000, though the majority of the suites are under \$450,000. The units, designed by internationally renowned Toronto firm Cecconi Simone, have spacious open-concept layouts, nine-foot ceilings and engineered wood flooring; the suites also include a private balcony or terrace.

DNA3's European-inspired kitchens feature Caesar stone countertops with back-painted glass backsplash, as well as a large island and a range of high-end stainless steel appliances, including an integrated fridge. Bathrooms boast designer fixtures, contemporary vanities, porcelain tile, a custom Corian sink, deep soaker tub and mirrored medicine cabinet with sandblasted mirror surround.

"No one else in King West is offering the quality of what we're offering for this

amazing price," says Dhanji. "DNA3 combines architecture, design and fashion to deliver the ultimate in downtown condo living in the heart of the chic, vibrant and authentic King West neighbourhood." **CL**

FOR MORE INFORMATION

Visit the Presentation Centre, located at 1030 King Street West. The Presentation Centre is open from noon to 7 pm Monday to Thursday, and from noon to 5 pm weekends; closed Friday.

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