

PARK POINT'S INNOVATIVE ARCHITECTURE TO FOREVER ALTER CALGARY SKYLINE

Qualex-Landmark's new Beltline project to become iconic landmark for Central Memorial Park

QUALEX-LANDMARK HAS UNVEILED DETAILS ON THE INNOVATIVE DESIGN of its newest downtown mixed-use residential condominium project, Park Point. Offering a modern interpretation on living in downtown and with a strong architectural vision, Park Point will permanently alter the skyline of Calgary's Beltline community.

Designed by global architectural firm IBI Group that redesigned the CN Tower Plaza and the Residences at Hotel Georgia in Vancouver, Park Point's twin residential towers feature a sophisticated sculptural expression and contemporary style. Located on the former CIBC Operations Centre building site at 12th Ave and 2nd Street SW, with iconic twin towers of Banker's Hall behind it, Park Point faces onto Calgary's five-acre, historical Central Memorial Park.

"Park Point's towers are designed as one complete architectural expression, meaning its location overlooking Central Memorial Park offers viewers the opportunity to admire Calgary's most modern urban residence as a whole, without other buildings obstructing the view. This isn't possible in denser parts of downtown," explains Tony Wai, project designer and manager, IBI Group.

An elegant double-height lobby and distinctive canopy creates a bold, yet gracious arrival. Strong vertical architecture is created as select floor plates grow in size as they ascend the building, inspiring a colour enhancing and stepped effect, adding to the prestige nature of the address. The 34-storey highrise condominium guarantees views of Calgary's skyline.

"We've achieved exceptional highrise residential architecture with IBI Group's design team. Park Point's strikingly unique architectural façade will be the landmark of the neighbourhood as seen from the park but from downtown too, as it will be the tallest building in the immediate vicinity," says Mohammed Esfahani, president of Qualex-Landmark.

With a Walk Score rating of 98, residents of Park Point will live among the closest of any Calgarian to every conceivable urban neighborhood amenity and one of Canada's oldest and most beautiful urban parks.

Sophisticated owner-accessed outdoor amenities capitalize on views. Overlooking Central Memorial Park is an outdoor yoga/Pilates sun deck. There is also a Zen terrace, open air lounge with a fire pit, barbecues and ample seating for rest and relaxation.

"The indoor amenities have been strategically planned for the third floor, placing the park in the direct line of sight of those working out in the fitness centre or yoga/Pilates studio," says Wai. Residents will have access to a steam room and sauna with change room facilities and a private owners' lounge and social space with a kitchen for entertaining. For out-of-town visitors, a guest suite is available in each tower. There is 24-hour concierge, secured parking, bike storage and bike maintenance stations, as well as vehicle, bike and dog wash areas.

Phase one will include 287 homes, primarily one and two bedrooms with optional den/flex space. Live-work townhomes will be located street level. Buyers will have the flexibility to choose tailored floor plan options.

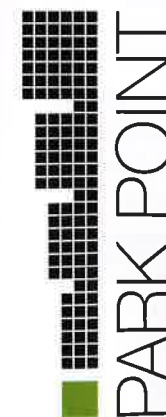
European in style and deeply practical, Park Point's interior is carefully planned by Trepp Design Inc. and features open-concept living, Italian Armony Cucine kitchen cabinetry, upscale appliances and hardware to make work, dining and living space one harmonious experience.

"Our number one priority has been understanding the needs of urban-focused customers," says Esfahani. "Unparalleled location, great floor plans, fantastic amenities and breathtaking views are the top four factors needed to create superior urban living."

The first release of Park Point homes is anticipated for early 2015. The Park Point Discovery Centre will be located on-site at 301 11th Ave. S.W., corner of 11th Avenue and 2nd Street S.W. Those who register now at qualex.ca/parkpoint/ will be first to receive priority information on progress, early purchase opportunities and access to the widest range of available homes.

Calgary's Oldest Park Calgary's Newest Urban Address

DISCOVERY CENTRE
OPENING SOON



Artist rendering only. This is not an offering for sale. E & O E.

Own a new local landmark. Overlook the sparkling Calgary skyline from Park Point's unique setting and feel secure by investing in unobstructed views atop rare protected green space. At night, enjoy starlight from your iconic urban tower. By day, soak in the natural sunlight and blue skies while contemplating the gardens and places to venture to below.

CALGARY · PARKSIDE LIVING ON CENTRAL MEMORIAL PARK

COMING SOON • REGISTER NOW

QUALEX.CA/PARKPOINT

Another original development by
QUALEX-LANDMARK