

Park Point wins two silver awards at International Builders' Show

QUALEX-LANDMARK WAS awarded two accolades at the International Builders' Show in Las Vegas. Presented by the National Association of Home Builders (NAHB), Park Point won two silver awards for Best Presentation Centre and Best Interior Merchandising of a Model under \$350,000. The two accolades further strengthen Qualex-Landmark's award-winning portfolio.

Located in the heart of Calgary's Beltline and rising 34 storeys, Park Point is the newest residential tower addition to Qualex-Landmark group's portfolio and represents \$110 million in downtown Calgary real estate value. Park Point features 289 homes and is located in heart of Calgary's rapidly evolving, amenity rich, centralized and diverse urban City Centre, on 12th Avenue and 2nd Street S.W. Its presentation centre consists of two meticulously planned and furnished display suites that reflect its high quality design.

"I believe it was our meticulous attention to detail against our competitors across North America that granted us a silver medal for Best Presentation Centre," says Parham Mahboubi, vice-president, planning and marketing, Qualex-Landmark. "If you've been inside our presentation centre, you'll be immersed in a strikingly elegant and welcoming space that demonstrates the premium quality finishes of the future Park Point residential tower. These finishes, along with the simulated views from the model suite, offer homebuyers a glimpse of what downtown living is about."

Situated across from the historic Central Memorial Park, one of Canada's oldest urban parks, Park Point offers an active and carefree



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lifestyle in the thriving and evolving Beltline. Residents will enjoy first-class views toward the Rocky Mountains, Central Memorial Park and the striking downtown skyline and beyond.

While Qualex-Landmark usually utilizes existing retail space in a building to create a discovery centre, Park Point's was custom designed and built from the ground up. The interiors were carefully planned and designed to create a comfortable and immersive environment that is both attractive and informative to the homebuyer searching for a true-to-life experience before making an informed purchase decision. The presentation centre was the result of the extensive collaboration between multiple design specialists with expertise in creative design, interior design, architecture, signage, digital visualization, AV and lighting design.

Park Point has been recognized for its interior merchandising, winning silver in Best Interior Merchandising of a Model under \$350,000. Park Point reflects a design that is modern, sleek and timeless. All kitchens come standard with a granite slab



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countertop and backsplash. The premium finish is available in three designer colour palettes. Designed to promote functional living, the merchandise in Park Point's show suite intensifies and contrasts with the striking granite slabs and finishes of the kitchen and bathroom.

"The real granite slab countertop and backsplash is a very unique kitchen feature and has been a huge hit with our homebuyers," says Jordan Beach, vice-president, sales and service, Qualex-Landmark. "The performance and arrangement of this home was about creating a smaller space that is efficient and would appeal to first time homebuyers and the younger demographic. This came down to the careful placement and scale of furnishings, which complement the cabinetry, appliances and hardware throughout the suite."

Park Point is the sixth downtown Calgary residential condominium tower in the Qualex-Landmark group portfolio in Calgary. It features one-, two- and three-bedroom condos, street-level live-work townhomes and penthouses, and will further diversify Calgary's centralized, higher-density, mixed-use residential neighbourhood. Construction on Park Point is anticipated to be complete by mid-2018.

The NAHB International Builders' Show is the largest annual residential housing construction trade event for manufacturers and suppliers of home construction products and services in the United States.