



Development and Design Team Media Backgrounder

QUALEX-LANDMARK™

The **Qualex-Landmark™** group has more than a quarter of a century of residential and commercial development experience in the highly competitive Alberta and British Columbia markets. With accolades from customers and peers alike, they have earned a notable reputation for innovative design and dedication to customer satisfaction. Responsible for the construction of more high-rise residential communities in Calgary's Beltline Community than any other developer, projects by the Qualex-Landmark™ group account for almost half a billion in real estate value and the completion of 1,300 homes in the Beltline community over the last 12 years. PARK POINT is the newest addition to the Qualex-Landmark™ groups' portfolio as its sixth residential condo tower in Calgary's Beltline Community. Previous projects include STELLA, NOVA, LUNA, CALLA and MARK on 10th. In 2008, the Qualex-Landmark™ group was responsible for the only crane swinging in Calgary.

In 2002, Mohammed Esfahani and Reza Navabi formed a partnership to create the first of many **Qualex-Landmark™** companies. Their idea was simple: create elegant, original and visionary residences people are proud to call home. The **Qualex-Landmark™** group have since flourished into one of the most notable residential and commercial real estate development groups in British Columbia and Alberta with over 20 communities completed to date. Cyrus Navabi has since joined the Qualex-Landmark™ group and currently serves as the Managing Director alongside President Mohammed Esfahani.

The Team

IBI GROUP

IBI Group is a global architecture, planning, engineering and technology firm with offices located in Calgary, Alberta. Spanning projects with governmental, commercial and residential applications, IBI Group has contributed to hundreds of successful residential buildings over their 38 year history. Envisioning and the execution of environmentally sensitive residences with timeless style are some of the contributors to IBI Group's success and the success of their clients.

TREPP DESIGN INC.

Trepp Design's Canadian and international work focuses on innovative design solutions. Whether the challenge is a private home, condominium or exposition space, their commitment to clients combines pleasure and function.

AXIOM BUILDERS

Axiom Builders is one of Western Canada's most eminent builders of commercial and upscale residential spaces. Today over 4 million square feet is under construction to Axiom Builders exact standards. It's these standards that have established Axiom Builders as the industry leader in delivering perfection. Peace of Mind. It's what everyone wants.

DURANTE KREUK

Durante Kreuk is an award winning landscape architectural firm with over thirty years' experience in the private and public realm. Their broad perspective and diverse thinking has been the key to creating a wide range of sustainable, people-focused urban places.



'The Beltline Community'

Calgary residents need no introduction to the well-established, centralized, amenity rich Beltline Community in downtown Calgary. In many ways, the Beltline can be considered a complete community with a diverse collection of heritage buildings, expansive urban parklands, repurposed warehouses and high streets. With a Walk Score® rating of 96%, residents of PARK POINT will live among the closest of any Calgarian to every conceivable urban neighborhood service and amenity and across from Central Memorial Park, one of Canada's oldest and most beautiful urban parks. The area is also supported by an accessible transit infrastructure including Calgary's Plus 15 network (the world's most extensive pedestrian skywalk system). This year, Avenue Magazine's Best Neighbourhoods of 2018 survey revealed that Calgarians rate the Beltline as #1 out of 185 communities.

With limited opportunities for urban, downtown living, the PARK POINT mixed-use residential tower is the ideal address for Calgarians seeking a care-free, amenity rich and vibrant lifestyle in the heart of the city.

PARK POINT

310 12th Ave SW, Calgary, Alberta
QUALEX.CA/PARKPOINT

PARK POINT Discovery Centre

301 11th Ave SW, Calgary, Alberta
Open by appointment only
Tel: 403.244.2428

MEDIA CONTACT

Amy Yew
Sales and Marketing Coordinator
ayew@qualex.ca

™ denotes one or more trademarks of Qualex-Landmark Living Inc. used under license by Qualex-Landmark Union