



## **NOW COMMUNITY AND DESIGN COME TOGETHER COURTESY OF DESIGNER WALK DESIGNERS WALK® EXPANDS ITS DESIGNER COMMUNITY WITH LUXURY RESIDENTIAL AND COMMERCIAL DEVELOPMENT**

*The Project will be the first of its kind in North America, including a one of a kind vertical forest, curated specifically for its location ... ample showroom and retail space to host the design industry's most exclusive names will attract condo buyers and industry-leading design and architectural firms.*

**Toronto (November 16, 2020)** –Today, designer aficionado's rejoice, [Designers Walk®](#), Canada's famed designer-focused community, confirms The Project, its unique luxury condominium and commercial use space venture, with plans for a Sales Centre underway and expected to open early next year. The Project is slated for completion by end-2023. This unique offering brings the design community together offering tenants a unique experience to be emersed in the design experience. This isn't just a place to work or live, at The Project, the tenants are considered members and a part of the luxury design community.

“For us, fostering and supporting our professional community has been at the center of everything we do,” said Joab Igra, Founder, Designers Walk. “We’re building a hub in which architects and designers will be able to live and work in the center of Canada’s design industry, giving them unprecedented opportunity and access to our community.”

After leading Canada’s preeminent design community for nearly 40 years, expanding into residential development is the natural next step for us to continue to connect the industry – and now, like-minded home buyers with the best products and innovations in luxury and design.

The 22-story luxury complex is the first-of-its-kind in North America and will be located in the Designers Walk® community on Davenport Avenue in Toronto’s prestigious Annex neighborhood. It is the first newly developed building in the community’s history, as the company had only acquired and modified already existing structures, until now. The development will incorporate unique features for residents and clients of future firms to attract like-minded buyers and businesses including a dramatic vertical forest, over 10,000 sq ft of stunning flagship retail and Designers Walk showroom and offices to include more ARIDO award-winning design and architectural firms.

The Designers Walk team is committed to providing unmatched added benefits to its residential and commercial tenants (to be known as members). The affluent Annex neighborhood offers residents a unique and luxurious up market experience with close proximity to shops, restaurants and galleries. Unlike other commercial facilities, the management group offices are in the center of the community, allowing immediate access to members when they need it. The nearness ensures

management maintains the high standards of the community and is available to support members with their on-going activities and events.

Founded in 1980 to provide Toronto's design industry professionals exclusive access to products and innovation, Designers Walk began with one building and ten showrooms which grew to seven buildings and a multitude of illustrious showrooms, offering hundreds of thousands of square footage to prestigious firms and professional offices. Designers Walk now has a robust membership of more than 3,000 designers and architects, who have access to an abundance of resources, including events, workshops, online directory, and new product lines, all of which help firms bring industry-leading design to their clients in Toronto and across the country.

"Designers Walk is known as a destination for Toronto's designers and architects to source and procure show-stopping design elements for their clients, and as a home-base for prominent firms," said Igra. "This new chapter with our expansion into residential real estate allows us to bring that beauty and experience to all those who want to live in a space that's truly unique and forward-thinking."

#### **About Designers Walk®**

Architect and businessman Joab Igra, the founder and visionary of [Designers Walk®](#), recognized a need to link Interior Design Trade professionals together with the best products and innovations in luxury and design. Today, Designers Walk represents prominent Architectural and Design Firms, and stands as the foremost center of its kind in Canada, and has evolved to include many development projects internationally.