

_357 king west

THAT WHICH IS
EXTREMELY IMPORTANT,
ABSOLUTELY NECESSARY,
IS NEVER COMPLICATED.

SIMPLE.
PURPOSEFUL.
INTENTIONAL.
CONSCIOUS.

_IT IS ESSENTIAL.





Standing tall at the intersection of King and Blue Jays Way, 357 King West is a picture of elegance. Artfully designed to accommodate the essentials of modern city living, its slender form complements the downtown space in which it sits. The building's glass façade reflects the vibrancy of the surrounding neighbourhood. As King Street evolves, its classic design will stand the test of time.

“WHAT IS HAPPENING HERE IS TAKING MANY
BY SURPRISE. THE CUMULATIVE VISION
BEING REVEALED FOR THE FUTURE OF THE
ENTIRE KING STREET CORRIDOR IS NOTHING
LESS THAN ASTONISHING”.

CHRISTOPHER WEIN
PRESIDENT, GREAT GULF

There is a street in every city that defines its character. Purposeful in its intent of connecting people with places, it runs through the city, speaking to its culture, and giving life to its dreams and aspirations. Built almost two centuries ago, this historic thoroughfare will soon become Toronto's most definitive street. An urbanist's dream, with sky-high homes overlooking a lively stretch of cafés and restaurants, grand theatres, trendy stores and offices, King Street is the essential place to live, work and play. Where trendsetters, professionals and tourists rub shoulders with proud residents.

Beginning with 357 King, the transit pilot and the building boom along the Bay-Spadina corridor, King's transformation is gathering steam. With the addition of Great Gulf's future mixed use project, designed by Toronto born architect Frank Gehry, a new King will rule.

IT LIVES OUT DREAMS.

IT ANSWERS NEEDS.

A PLACE THAT COMFORTS.

EXCITES AND INTRIGUES.

ON THE STREET

THAT KNOWS GOOD TIMES.

IT'S THE ONE PLACE

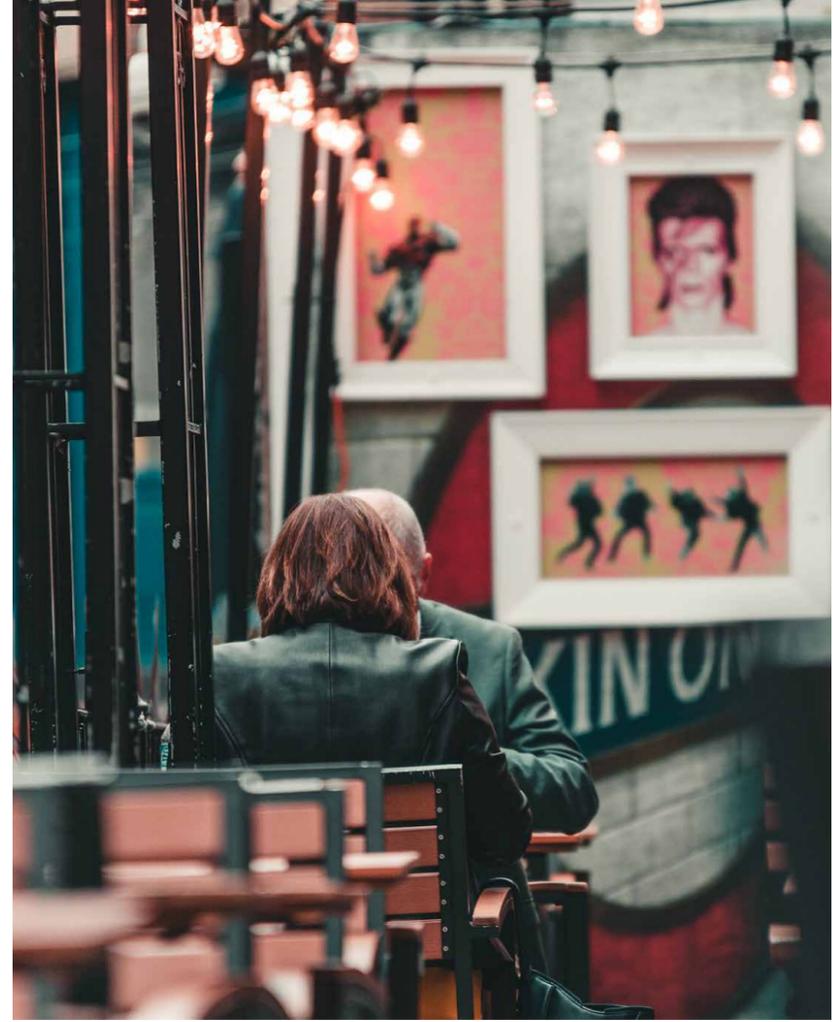
THAT MATTERS.



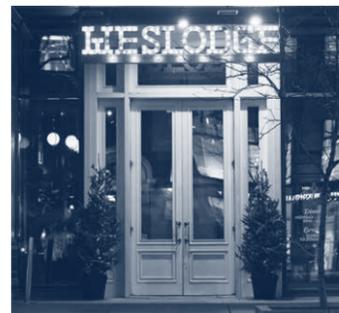
THE FUTURE IS KING WEST.



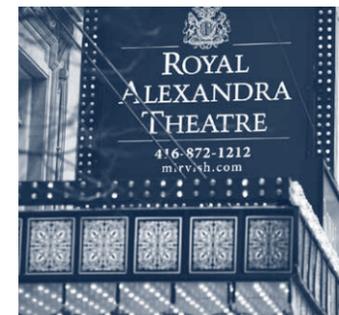
King Street. The name says it all. Lined with restaurants and cafés, world-class theatres and art galleries, it is the lifeline of the entertainment district. This is where Toronto eats, drinks and celebrates. From the sublime, symphonic delights of the TSO, to the magic of cinema, to the gastronomic artistry of its finest chefs, King Street is the city's social and cultural centre. It is also the home of TIFF. The street where Hollywood puts on a show, and movie lovers, stargazers and fans congregate every September. The neighbourhood's proximity to the financial and business districts, allows work and pleasure to mix effortlessly. Distinct. Lively. 100% Toronto.



BATHURST



SPADINA



UNIVERSITY



YONGE

504 STREETCAR_KING STREET WEST



357 KING WEST

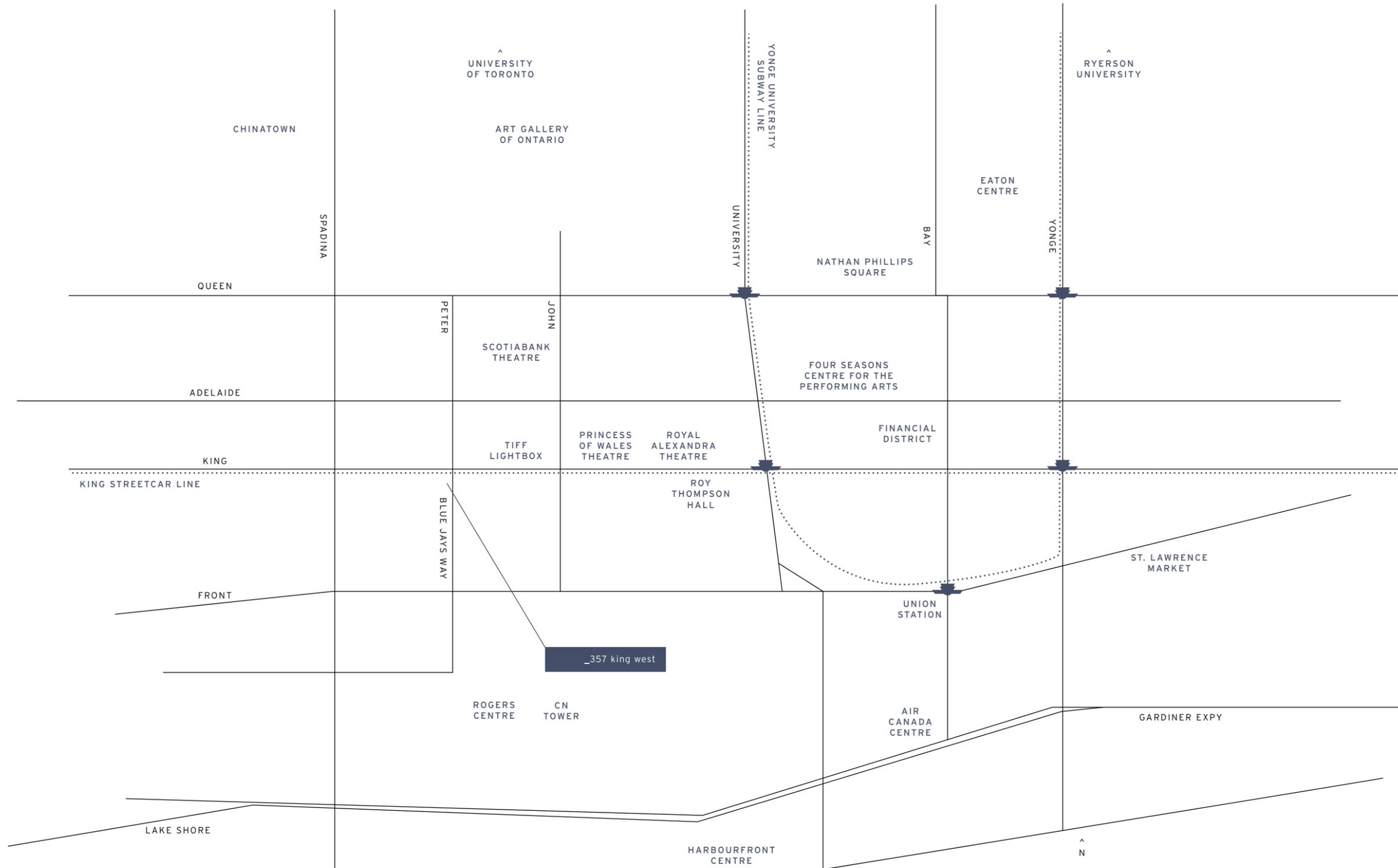
BLUE JAYS WAY



ST. ANDREW STATION



KING STATION



< BILLY BISHOP AIRPORT

LAKE ONTARIO



152 BPM.

CALMING BREATHS.

SUMMERTIME GRILLING.

FIRESIDE CHILLING.

FRIENDS CLINKING GLASSES.

CONVERSATIONS AND SPEECHES.

COME TO RELAX.

RECHARGE.

REJOICE.



LOBBY



Illustration is artist's concept. © O.E.

Modern life demands thoughtful amenities. At 357 King West, it begins with its coveted location which ensures the essentials are within easy reach. The building's theme of ease can be experienced right from its welcoming lobby. Manned by a 24-hour concierge, the relaxed and chic interiors impart a distinct sense of sophistication.



Illustration de l'artiste conceptuel E. & O.

FITNESS STUDIO



Illustration is artist's concept. E.S.O.E.

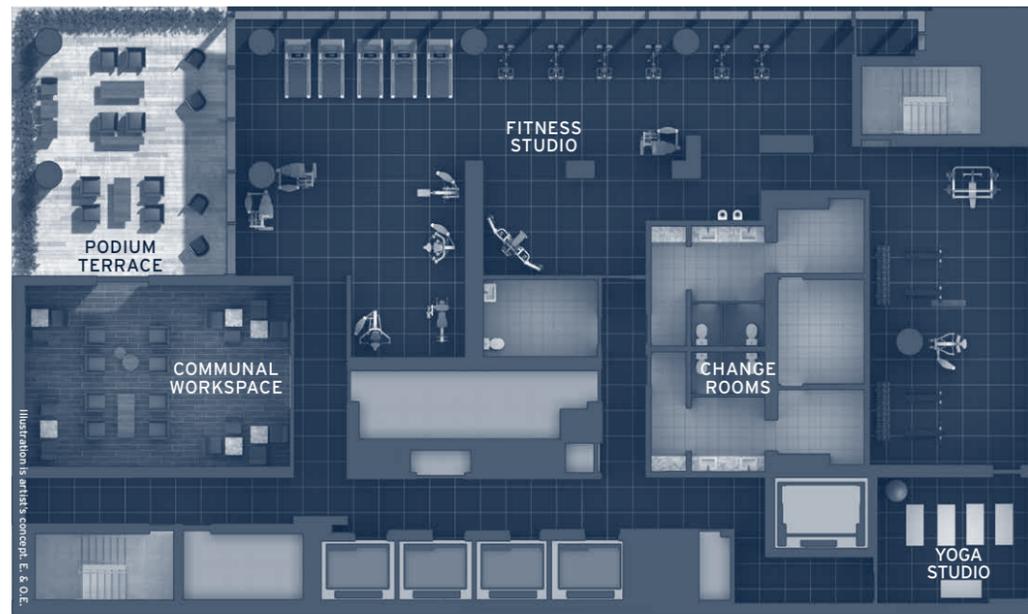
ROOFTOP TERRACE



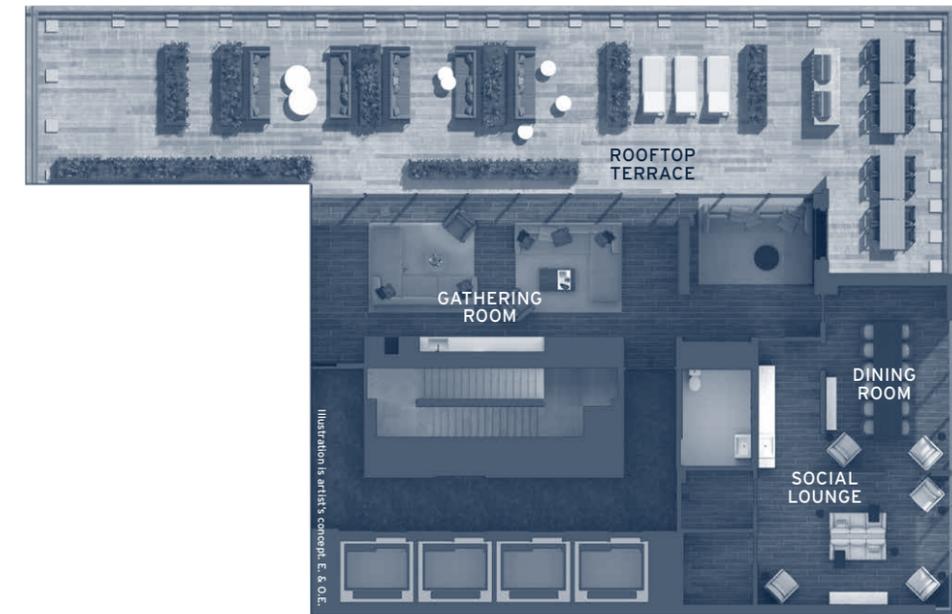
Illustration is artist's concept. E. & O.E.

3RD FLOOR AMENITY

Whether it's burning calories or balancing the chakras, its light-filled 3rd floor comes equipped with a state-of-the-art fitness centre and a relaxing yoga studio. With many unique features, like bike lockers - one per bedroom, parcel pick-up service, meeting rooms and communal workspaces, 357 King has been designed to enrich the lives of its residents.

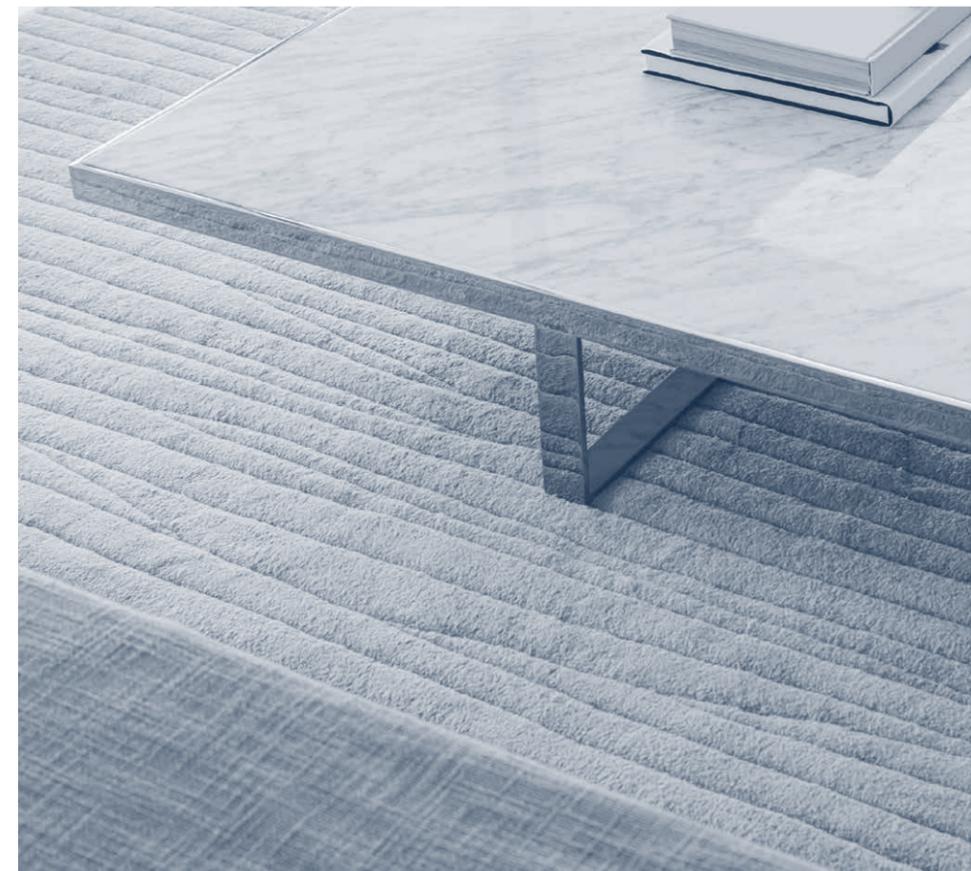


42ND FLOOR AMENITY



While the world outside its doors offers many interesting options, the building's 42nd floor takes entertaining to new heights. From stylish lounges to a private dining room with a well-appointed catering kitchen, it offers a variety of indoor and outdoor spaces perfect for both formal dinners and relaxed gatherings.

IT EMBRACES
THE LITTLE MOMENTS.
NOURISHES
THE DAILY ROUTINE.
THE PLACE THAT
CALMS THE MIND AND
FILLS THE HEART.
WHERE THE EXCEPTIONAL
AND ESSENTIAL LIVE HAPPILY.
IT'S A RETREAT.
AN OASIS.
IT IS HOME.



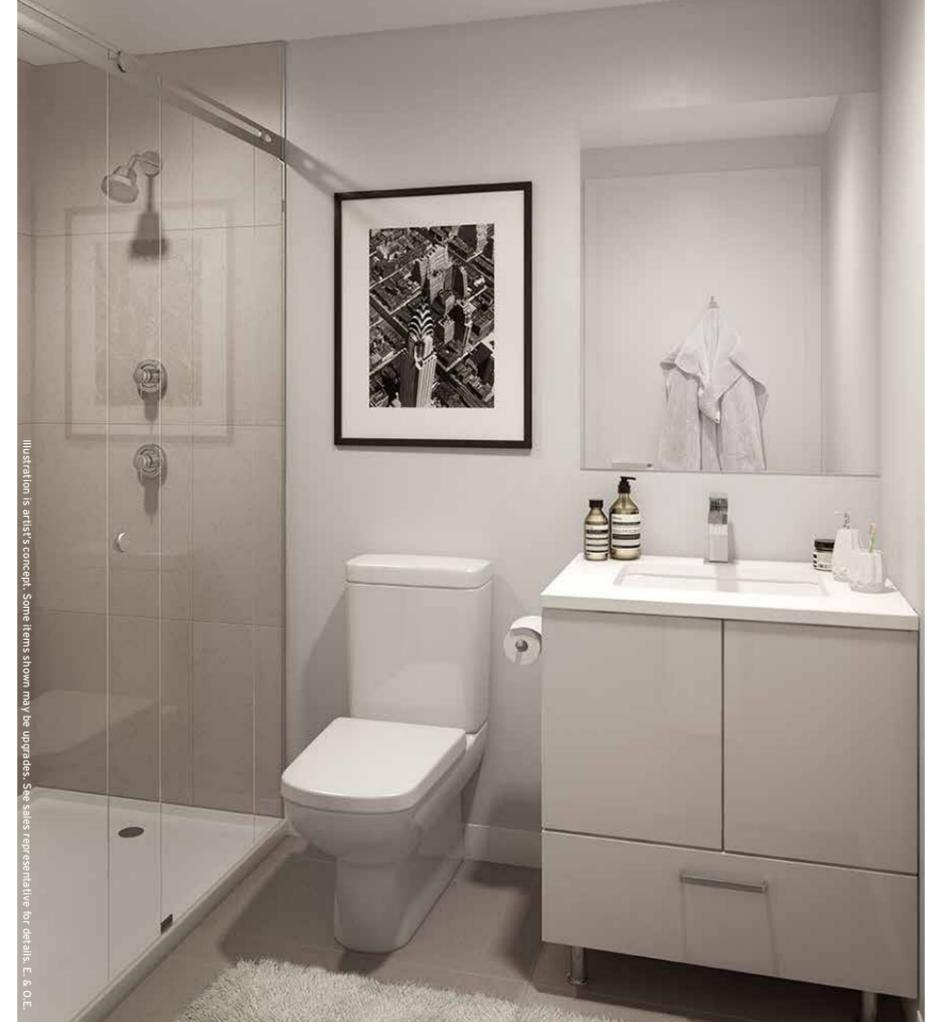
LIVE

ESSENTIAL



Illustration is artist's concept. Some items shown may be upgrades. See sales representative for details. E. & O.E.

Infused with elegance, 357 King West is a haven of modern design. With floor to ceiling windows and views of the city and neighbourhood, every suite is a retreat in the sky. Balancing necessity with style, the living spaces have been designed to complement lives. Its chef-inspired kitchens and open living spaces are excellent examples of thoughtful design. This purposeful sophistication is also carried through in the spa-like bathrooms, contemporary fixtures and chic finishes. This is a place where life inspires design.



RELAX

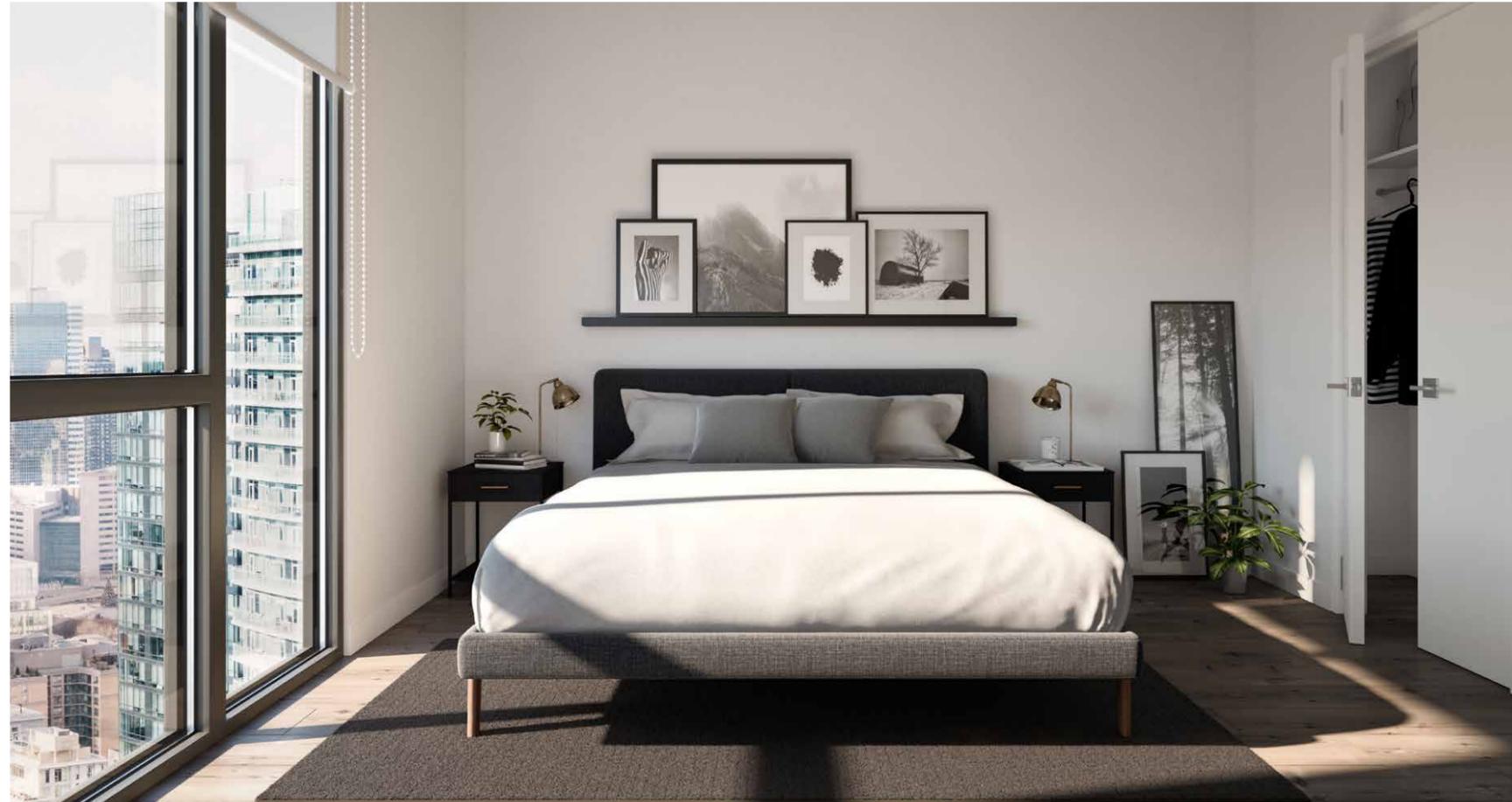


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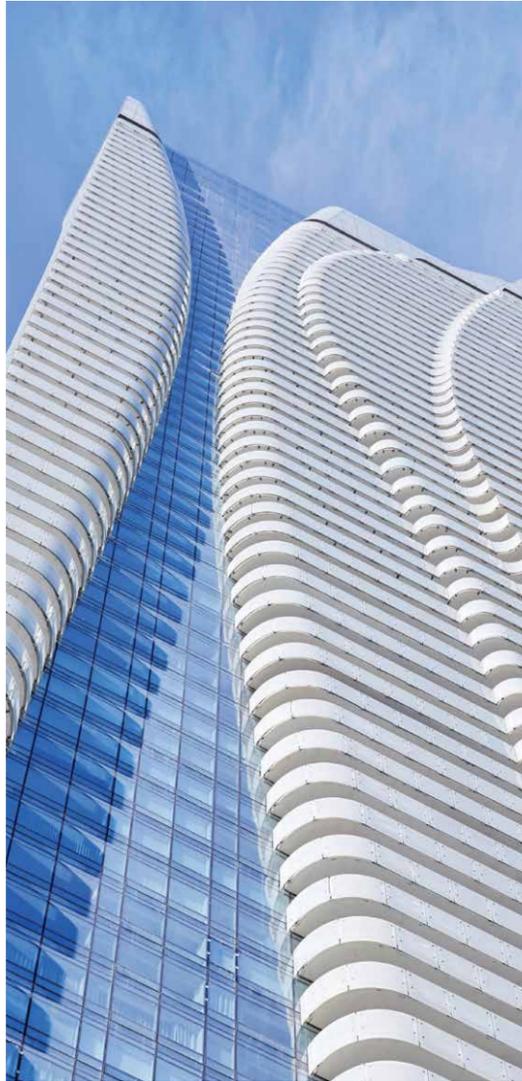
ESSENTIAL

TRANSFORM



LIVE GREATLY

For over 40 years Great Gulf has continued to transform the way homes are built. We've built our reputation by continually seeking to marry design, innovation, construction technology and craftsmanship in new and exciting ways, to create homes that are quieter, brighter, healthier, more energy efficient and quite simply, better built. That's the Great Gulf difference.





LIVE

9'0" Smooth ceilings

Choice of designer-selected laminate flooring in living/dining areas, foyer and bedrooms

Individually controlled heating and cooling

Stacked brand-name washer/dryer

Custom designed door hardware

COOK

Contemporary kitchen cabinetry, in a variety of materials and colours

Solid surface quartz kitchen countertop and backsplash

Single bowl stainless steel undermount sink

Contemporary design faucet with integrated pull-out head

4-piece stainless steel kitchen appliance package

BATH

Soaker tub in main bath

Framed glass shower in ensuite bath

Custom designed vanity with solid surface quartz countertop

Undermount sink

Polished chrome wall mounted showerhead

CONNECT

"Future technology-ready" features in all suites

Pre-wired for internet, cable TV and telephone

Emergency voice communications system, smoke, heat and carbon monoxide detector

Casting off the daily dramas and claiming freedom from the superfluous, 357 King West celebrates the joy of living with more of what one loves. Finding satisfaction in things that matter and romancing the indispensable, it frees us from the non-essential stuff that crowds our lives and inspires us to live a thoughtful and purposeful life.

_ESSENTIAL

