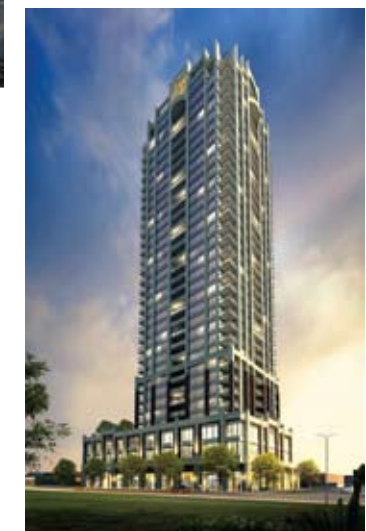




The Grand Lobby at Astoria on Tenth



"It's a lobby that makes an unforgettable hotel-style impression, setting the stage for a grand life in and out of the building."

NEW LOBBY DESIGN CREATES GLAMOROUS SPLASH

MARCH 2008

Astoria on Tenth celebrates its Launch of Phase 2 of Grand Tower Residences March 24, 2008 with the reveal of spectacular plans for Calgary's most glamorous lobby.

Inspired by old world hotel culture and the era of Art Deco style, the lobby is described as oozing a graphic, historic opulence that channels 1930s high society where men in tuxedos and women in silvery slip dresses would sip cocktails and exchange witty repartee under sparkling chandeliers, before going to the latest Broadway or silver screen premiere.

"We wanted to create something with a sense of drama and occasion. Something that says 'You've Arrived,' when you arrive at Astoria," explains Arcus Developments President Gerry Mendyk. "This lobby provides a grandeur unlike anything else in the city, and will appeal to those in search of a more polished style of downtown luxury living."

Designed by Jerilyn Wright & Associates of Calgary, the task of capturing the magic of a bygone era was a welcome one.

"Everyone does 'modern,' so with this lobby, we purposely wanted to provide something different. Elegant, refined, romantic," says Wright. "Who doesn't want a little romance?"

The lobby promises people will leave the ordinary world behind the moment they are greeted by the building's smartly dressed doorman. Residents float through a spectacular entrance where marble floors, shimmering walls, and dramatic chandelier are so glamorous Fred Astaire himself would feel perfectly at home. Plush furnishings invite relaxing by the fire and keep waiting guests comfortable, as a Concierge Desk stands at the ready for any request. Elevator doors featuring elegant Art Deco metalwork wait to whisk people up to their well-appointed City Suite, Platinum Floor, or Penthouse Residence.



The Grand Lobby at Astoria on Tenth

DESIGNER DETAILS

THE LOBBY AT ASTORIA ON TENTH

- Classic elegant proportions are enhanced by a voluminous 20-foot high entry mezzanine.
- The centerpiece is a sparkling 6-foot diameter custom replica of the crystal chandelier currently in the Waldorf Astoria, centered under an 8-foot diameter dome.
- The mezzanine handrail is a direct replica of the Waldorf Astoria handrail design, made of cast iron.
- The walls in the mezzanine are clad with a fresco plaster painted in a high lacquer cream and will provide the sparkle of sunlight into the lobby.
- To create the illusion of the lobby being the gracious centre of the building, several sets of back lights have been installed behind softly draped, glazed, double-doors featuring art deco authentic design, and antique brass panels, which afford the illusion of space beyond the lobby. These decadent doors are trimmed by two layers of both dark and cream marble and escorted by brass period authentic replica light sconces on both sides.
- The columns are inspired by the original Waldorf Astoria with elegant ebony insets. The grandness of the lobby will be further enhanced with large mirrors etched with soft art deco patterns framed with smoky feature marble.
- The lobby itself features 8-inch Italian black marble baseboards which surround the classic black granite 1920 art deco floor design with scallop brass inset frames and the signature "A" embedded in the floor under the chandelier.
- The lobby wall covering is a vintage Art Deco pattern in shades of cream with a soft scallop pattern, complimented by 10-inch painted articulated cornice mouldings.
- The feature fireplace is reminiscent of a 1920's mansion-style home, with mantle in a dark smoky marble, rich with silver and bronze veins. It also features an ornate authentic wrought iron decorative trim around the fireplace opening.
- The Concierge desk is inspired by the architectural detailing of an original 1920s theatre. It includes a softly back lit etched glass recessed front surrounded by black marble.
- In true New York fashion, the poker room is a combination of soft crystal pendant lighting, dark smoky wall coverings and rich caviar coloured lacquered paneling and cabinetry.
- The room is embraced with lush, deep burgundy, velvet drapery and features custom created Art Deco influenced chaise lounges and chairs.

The developer reserves the right to make modifications and changes to pricing, building design, specifications, features and floorplans. E.&OE.