



Astoria Penthouse – Uptown Contemporary Concept



“The Astoria on Tenth penthouses are a sign we’ve arrived, as a city,” says Mendyk

\$10M PENTHOUSE PROPELS CALGARY INTO NEW LEVEL OF LUXURY REAL ESTATE

JUNE 2008

Astoria on Tenth sets a new record in the city with the June 24th Reveal of its vision for the two-storey Penthouse at a list price of \$10M, making it the most significant condominium tower penthouse ever offered in Alberta Real Estate history.

Arcus President Gerry Mendyk says “The Astoria Penthouse is lavish, opulent, and truly spectacular. The city’s never seen anything like it!”

With the building’s 225 suites more than 50 percent sold, and the project actively under construction on the 900-block of 10th Ave SW, Astoria on Tenth is the tallest residential tower on the West Side.

Located on the 34th and 35th floors, Astoria’s two penthouses enjoy unparalleled, unobstructed views. Astoria Penthouse East takes in the lights of downtown, while Astoria Penthouse West gazes towards the Rocky Mountains, each with a 270-degree panorama.

The penthouses each offer 4400 square feet over two lofted floors, plus an additional 1200 square feet of outdoor space over five grand balconies.

The interiors are the city’s most luxuriously appointed living spaces ever, rich with decadent finishings like solid marble and ebony, 30-foot arched windows, barrel ceilings, limestone fireplaces, crystal chandeliers, and custom designed Art Deco details.

Luxury features include such amenities as a temperature-controlled 860-bottle private wine vault, big screen media room, billiards room, marble bathtub and rain shower, built-in cappuccino machine, a library that overlooks the mountains, grand curving staircases, as well as security, priority elevator service, and priority VIP parking.

A one-million dollar interior finishing package and a \$500,000 home automation and advanced audio-visual system take care of every detail.



Astoria Penthouse – Downtown Classic Concept

While architectural and design customization is possible, two dramatically different Design Concepts have been created to inspire the homeowner – the sleek Uptown Contemporary Concept and the richly traditional Downtown Classic Concept.

The Uptown Contemporary Concept is open, airy and graphic. A minimal, ultramodern approach creates maximum impact through exquisite finishing and a touch of Hollywood opulence in the detailing.

The Downtown Classic Concept is rich, warm, and extravagantly inviting, with traditional finishes, intensive architectural detailing, and old world New York Art Deco touches. The layout encourages the entertaining of guests, while also protecting private spaces.

“The Astoria Penthouse is for someone who wants to make a statement, and who wants something utterly in a class and category all its own,” say Mendyk. “It’s the first penthouse that could really convince someone to give up their Mount Royal mansion or single family home on an acreage or in a suburb, and instead live downtown in true grandeur.”

With the tower designed by Toronto-based Kirkor Architects, and interiors by Calgary’s Jerilyn Wright & Associates, Astoria

on Tenth has been attracting an A-list clientele who want downtown living, but with a more polished, gracious lifestyle than what’s been traditionally offered in Calgary’s condo market.

With its opulent Art Deco lobby, hotel-style amenities, in-building cinema and owners’ lounge, and some of the only 3-bedroom units in the downtown area, Astoria on Tenth is providing a new experience to the city.

The addition of Calgary’s most glamorous penthouse, along with the future plans for a neighboring boutique hotel, retail, and select commercial space – the Astoria Block is significantly increasing the value of the area and destined to become a dynamic hub of upscale activity.

You don’t have to live in the Penthouse to get Penthouse style. Astoria on Tenth now offers a Deluxe interior package inspired by the actual Penthouse finishings, enabling any resident to bejewel his or her personal suite in style. Residents will also benefit from an anticipated increase in their square footage rates by fall 2008.

Occupancy is scheduled for 2010.