



Where the TIFF stars come out to play

CONDO TRENDS

Condo suites, presentation centres serve as event venues

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Last week marked the 40th anniversary of the Toronto International Film Festival, affectionately known as TIFF. Celebrities and fans are flocking to the world-renowned film fest that takes place in and around the

downtown centre of Toronto's entertainment district.

So what do condos and TIFF have in common? Each year, condo suites, common areas and presentation centres serve as the venues for star-studded cocktail receptions, after-parties and red carpet affairs.

The John Street cultural corridor has become the de facto TIFF centre of the universe and has seen a flurry of recent highrise development, and many of the new condo developments in this neighbourhood play an important role by hosting TIFF events.

This year, at a lavish suite in the Trump Residences, Stylist Box hosted a series of red carpet, pre-screening events

where celebrities were gifted and dressed for their night out. John Travolta, Patrick Stewart, Mary-Kate and Ashley Olsen, Susan Sarandon, even Colin and Justin were there. Stylist Box connects emerging and established fashion and accessory brands to high-profile personalities and celebrities.

The event took place in one of the penthouses at Trump, which are said to be some of the finest residences currently on the market in Canada.

The grand dame of penthouses, suite 5501, is located on the north side of the tower, and has its own private elevator. Exquisitely furnished by the Trump in-house design team,



The penthouse suite on the 55th floor of the Trump Residences Toronto at 311 Bay St., in the heart of the financial and entertainment districts. DUNCAN MCALLISTER/FOR METRO

the 4,300-square-foot, three-bedroom, four-bathroom masterpiece is reflective of the Trump premium luxury brand.



Top: Samantha Norris of Parc City Boot with Glen Baxter, former host of Fashion Television. Bottom: Makeup artist Dyane Campbell is the owner of Emerald City Beauty Bar. RYAN EMBERLEY

Opening week of TIFF's 40th saw plenty of events around downtown with home base at the TIFF Bell Lightbox. During the festival, this is the centre of the action. This is where the stars come out at night and the big film deals take place. Several major movies have been sold after judging audience reactions at festival screenings.

For those who can't get enough of the cinema, Daniels' Festival Tower is built atop the TIFF Bell Lightbox theatre. It features an indoor connection to the two levels of theatres in the commercial side of the building. There's also a private 55-seat screening room for residents.

"We literally put the re-development of the entertainment district on the map with TIFF Bell Lightbox and Festival towers," said Niall Haggart, executive vice-president of the Daniels Corporation.



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