

Pop-ups and parties are creating condominium buzz

Condo trends. From public art to dance parties to fashion shows, special events help developers make their buildings stand out

DUNCAN
MCALLISTER
life@metronews.ca

They seem to be popping up all over town. You see them in parking lots, public parks and presentation centres.

Condo special events are a new trend that developers are using with the goal of engaging the public. With so many new condo openings, developers are seeking out new and innovative ways to get the public to take notice and to differentiate their buildings from the rest.

From public art unveilings, dance parties and fashion shows, to poetry readings and market gardens, developers have been busy this year staging numerous events.

This spring, 109OZ Lofts hosted a number of pop-up urban garden centres at their presentation centre on Ossington Avenue. Experts from across the city offered free workshops and lectures on new trends in the rapidly growing urban farming movement.

And in a revitalized Regent Park, the Daniels Corporation has done much to reshape the fabric of the neighbourhood. At its latest event, about 100 people showed up to the parking lot of the Paintbox Condos presentation centre to enjoy a screening of the Euro 2012 Cup final. Organized by the local Regent Park sports club, the Spain and Italy match was televised on a huge TV and sound system.

"In Regent Park we've got a diverse community there.



109OZ Lofts holds a pop-up urban garden at its presentation centre. SUPPLIED



A pop-up event for Picasso condos hosted by the Monarch Corporation. SUPPLIED



The Paintbox condominium puts its stamp on Regent Park. SUPPLIED

We've got rental housing as well as condos and it really brings the whole community together," says Dominic Tompa, sales manager for all of Daniels' Regent Park developments.

Streetcar Developments recently held a pop-up event for their Carnaby lofts. So

what exactly is a pop-up event? Jeff Schnitter, principal with Seven Haus Design, says the idea originated in New York.

"It's a really interesting kind of trend. Basically, a pop-up shop is a retailer that will come into a space that isn't your typical retail store-

front and they'll do a sale that would just pop up out of nowhere essentially."

The Monarch Corporation recently hosted a pop-up event at its ultra-modern downtown sales centre for Picasso condos. About 150 people attended a mash-up of condo sales and designer eyewear.

Mirella Sarrapochiello, director of sales and marketing, explains that "Cutler and Gross are launching a new line and they wanted to showcase it, so we thought it was a great mix for both. We get new people into our sales office and they were able to show their new product."

New mortgage

Why do I need home insurance?

I am purchasing my first home and my lawyer has indicated that I must have home insurance, and proof of this, before the closing date. I realize that insurance is a good thing, but why would my lawyer be insisting that I have insurance to cover an asset I am buying and I suppose is at my risk?



LEGAL
MATTERS
Jeffrey Cowan
home@metronews.ca

The answer to your question is fairly simple: It's not your lawyer that is insisting on the insurance, it's the bank.

When a financial institution lends you money for a mortgage, it wants to know that its collateral is protected. In the insurance policy, there needs to be an indication that the bank is the loss payee.

Basically, this means that if the house burns to the ground or is somehow greatly damaged and the owner decides not to rebuild for some reason, that the bank will be repaid its funds by the insurance company.

Aside from having insurance for your contents, it's always prudent — and with a mortgage mandatory — that you have replacement cost insurance on the structure of your home. Plain and simple.