

TIFF, celebrities and condo development come together

Big events. Lavish galas celebrating the art and film industry are now blending downtown condos into the mix

DUNCAN MCALLISTER
life@metronews.ca

Lights, condos, action! It's that time of year again, celebrities and fans are flocking to the 37th annual Toronto International Film Festival, which officially

launched last week.

So what do condos and the TIFF have in common? Ever since the Daniels Corporation partnered with renowned filmmaker Ivan Reitman to build the Bell Lightbox, the John Street cultural corridor has become the de facto TIFF centre of the universe. Many downtown condos are sponsoring TIFF events and parties this year, making their common areas and sales centres available. Opening week saw lots of events around the downtown with home base at the Bell TIFF Lightbox, where preparations were underway to roll out the red carpet.

Next door at the nearly completed Cinema Tower, Daniels threw a lavish gala celebrating the art and film of Mumbai, the birthplace of Indian cinema. The Indian-themed extravaganza paid homage to the Bollywood film industry with Mumbai costumes and décor, fabulous cuisine, music and henna artists. Held at the event tent across from the tower on Adelaide street, entertainment included an invigorating performance by the D. K. Bollywood Dance troupe, culminating in a surrealist dream sequence with colourful patterns projected upon the entire tower as performers danced in the street below.

Neill Haggart, Daniel's executive vice president, was on hand to welcome the guests and announce a new, one-of-a-kind restaurant on the ground floor of Cinema Tower. The new eatery will pay homage to the Hollywood success of Ivan Reitman.

Quote

"We literally put the redevelopment of the entertainment district on the map with TIFF Bell Lightbox and Festival towers. We're on the 40th floor now with a roof-topping later this month for Cinema Tower."

Neill Haggart
Executive vice president of the Daniels Corporation.

And down the street, the Edition/Richmond condos played host to TIFF events by Vitamin Water and Hugo Boss, with notable attendees Daniel Radcliffe from the Harry Potter movies and renowned Canadian actress, Rachel McAdams.

The StyleCasting digital event for "media, tastemakers and dignitaries" was held at Studio on Richmond at their showroom at 32 Nelson St. The event featured fashion designer Erin Lewis' Earthquake Skirt, rumbling throughout the night as it picked up seismic activity from around the globe.

Further uptown in Yorkville this weekend, a TIFF lounge was set up at the new residences at Yorkville Plaza, where star-gazing crowds congregated to get a glimpse of celebrities. Camrost-Felcorp is undertaking a complete makeover of the site of the former Four Seasons Hotel, where many a TIFF celebrity has stayed in the past.

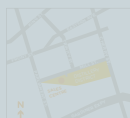
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Lavish galas that combine TIFF and condo development are the latest trend.

HANDOUT