



DG III
designerguys

FEATURE TENANT continued

What excites you about the restoration of the building?

This project is modern in thinking and planning but subtle in execution. We wanted to ensure raw and interesting qualities of the building were not covered up but celebrated and all our new design elements are drawn from a modern palate. The team on this project share this vision: Lifetime Urban Development Group, George Popper Architects, Blackwell Engineering, Montana Steele, and Able Engineering.

What makes the Liberty Market Building a unique space in Toronto?

Architecturally, the building has beautiful and rare exposed brick with old warehouse windows. The interior ceilings are high at approximately 14' and in certain areas up to 28'. An expansive landscape plan, surface level parking, excellent tenant facilities and communal rooftop garden will truly make this a great place to work. Plus there is a commitment in creating an award-winning commercial building with a sense of vibrancy.

Why did Precipice decide to move into Liberty Village and the building?

This is a phenomenal growing community with a balance of residential and retail/commercial space. There is an energy you can feel taking shape on the street; the area is changing and coming to life. The streetscape for the Liberty Market Building will channel this energy by creating a European-style piazza, outdoor patio space, ground level retail and galleria.

Describe your office space?

We've designed an open and airy multi-level office with grand reception, large boardroom, open-concept design studio, kitchen, second floor private offices, and space for Pixel Digital Art Gallery. The space is designed to function as a full service design firm and can be converted into an event space.

Give us a designer's tour of what Liberty Market Building will look like once complete?

A strip of retail stores and boutiques near the east parking lot guide you into the 60' high galleria. Each store has an elegant façade like a modern market. Entering in through the north east tower you're led to the second floor. The hallways are wide and well-proportioned to the height of the ceiling. Light from the suites illuminate the corridors via windows which surround every 20' bay. All the tenant services are gathered around the 'community core' which is a large 45' high atrium space in the center of the building. From here you can head to the third floor suites, access the tenant rooftop garden or walk to the artists' row in the south wing. Suites are demarcated with a small red bulkhead above each door.

What's next for Precipice Studios?

We are about to launch several new projects including Flirty Girl Fitness, Fuse Marketing offices, a new event space just south of Liberty Village and several private residences.

NEW LMB CONFERENCE ROOM

Tenants interested in using this facility to host a meeting or event can reserve the space for free by contacting Lisa in the Property Management Office 48 hours in advance at (416) 530-9866 or by sending an email to conference@libertymarket.ca. The Conference Room is perfect for a 10-12 person meeting and is fully equipped for audio and visual presentations including; sound system, flat screen TV, Internet access and DVD. A private washroom and separate kitchen area is also included within the space should you decide to bring in catered lunches or dinners. Tenants are encouraged to reserve the conference facility for up to four hours per day.



SUMMER Q'05

Sunshine and the sounds of zydeco made Summer Q '05 a memorable event for tenants and friends of the Liberty Market Building. Held in the East Liberty parking lot along the railroad tracks, 600 guests were lured by the scent of the smokers offering a Cajun feast of BBQ gourmet beef brisket, pulled pork sandwiches, corn and fresh oysters from Rodney's Oysters on King Street. A big Thank You to Steam Whistle and Iceberg Vodka for sponsoring the event and to everyone who stopped by to make this such a successful event.



LIBERTY MARKET BUILDING IN THE PRESS

Throughout 2005 the Liberty Market Building has received positive coverage in both local and national media outlets. The Press have recognized the Liberty Market Buildings unique approach, offering an environment for creative offices, studio and retail space. Reviews have stated the Liberty Market Building will have a significant impact on the area and revolutionize the commercial retail mix in Toronto. ▼

"To-be tenant Tony La Civatta of Oro Café, an importer and wholesaler of espresso and water from Italy, sums up the lure for many businesses: "It's a stylish, young, energetic area. Anything is possible and there's such a unique blend of people...it's a distinct spot in this growing city."

- National Post – Post Homes Section Front Page July 7, 2005

"Designers hope employees will be able to take their work outside the traditional office space, making use of internet connections on the building's rooftop patio and planning wireless lunch meetings in the market's restaurants. Part of the great thing about the neighbourhood is that it's filled with people who have a different attitude; serious about work but a little bit more open about how to conduct business."

- National Post – Post Homes Section Front Page March 3, 2005

"One of the main challenges in renovating the building was finding the right balance between the additions of the modern elements and maintaining the character, style and historical look and feel of the building"

- Award Magazine - August 2005

"Attention décor hounds: there's more shopping to be had since last week's launch of the Liberty Market Building, a former gun factory converted into a slick multi-unit commercial/retail destination. Big-name businesses include: casalife, dekla, Wendy Tancock and Cervelo Cycle"

- Now Magazine life&style July 14, 2005

INSIDE THE LMB

Canadian design legend Alfred Sung has just launched an exclusive new line of home décor products. Inspired by the clean, simple lines of his women's wear collection, **ALFRED SUNG HOME** made its national debut exclusively at Zellers stores across Canada this fall. Also, in September, Alfred Sung introduced their new fragrance, Jewel.

Dekla showroom was celebrated in NY Interior Design Magazine's annual survey of the hottest in kitchen and bath around the world.

KingWest Fitness heats up Liberty Village with spinning, yoga, step-interval and pilates classes. If you're looking for something really hot check out their new extreme pump classes, the ultimate way to get a high energy cardio-blast and tone the body. Bring a friend and they'll enjoy a free 7 day guest pass.

Tropics North has landed a national contract with Marks Work Wearhouse to design a water feature display unit for stores across Canada. They have also just created three sixty foot long reflecting pools for the swanky new Ki Restaurant in BCE Place.

ISYS Canada Inc. was recently awarded a national contract from Ricoh Canada for a national VOIP deployment across their 12 Canadian sites and select Ricoh executives will be using the technology outside North America.

Big Fish Interactive who runs customized team building and management training programs have just added leadership retreats at Guthrie Castle in Scotland. Big Fish offers workshop facilities for up to 30 participants in the Liberty Market Building. Stay tuned for their open house event!

Artscape attracted an international audience to their Creative Places + Spaces conference at the end of September. Alan M. Webber founding editor of Fast Company Magazine spoke at the event, which examined what it takes to develop a culture that encourages creativity.

Precipice Studios Inc. just launched their new DG III show on HGTV and their luxury suite at the Rogers Centre. In addition they're excited about their recent work on Fuse Marketing offices that opened in October and Flirty Girl Fitness opening this month.

Suzanne Gardner Flowers can assist with corporate arrangements and plants. Come and check out their fabulous boxwood reef and show your holiday spirit.

Jet's Place is the perfect place to de-stress your pet. Jet's just opened in time to get your dog groomed for the holidays. Take your pet to work and drop them off at the Day Care available for your convenience!

NEW TENANTS

Artscape	Suite 224	Precipice Studios	Suite 324
Big Fish Interactive Inc.	Suite 269	Radiante Corp.	Suite 253
Demo Soap	Suite 262	Suzanne Gardner Flowers	Suite 157
Jet Dog Grooming	Suite 149	Upshift Marketing Group	Suite 305
Nak'd	Suite 267	ZedHome	Suite 161
Pinnacle Communications	Suite 208		

JAY CHISHOLM leasing agent



Jay Chisholm can be reached at 416 205 9222 x-229 or jchisholm@ashlarurban.com

Liberty Market Building is quickly becoming a main destination hub in Toronto for office and retail space. This 5-acre site is located in the center of Liberty Village, the fastest growing neighbourhood in Toronto. With its multi-million dollar renovation already underway, Liberty Market Building will be visually astounding, technologically advanced and supported by a broad spectrum of value-added features and amenities set to revolutionize commercial space in Toronto. In the last year alone, Liberty Market Building has signed long-term leases with such influential businesses as Alfred Sung, Vision TV, Kingwest Fitness, Zed Home and Mirage Motion Media.

Ashlar Urban Realty Inc. is the exclusive leasing agent for the Liberty Market Building working to lease prime retail and office space at this location

Jay Chisholm, a partner and sales representative for Ashlar Urban Realty Inc., brings his expertise and strong belief in the Liberty Market Building to the project. With his experience, having sold over 2 million square feet of office space in Toronto and a degree from the University of Western Ontario specializing in urban planning.

PUTTING IN LATE-NIGHT HOURS?

The Liberty Village SafeWalk escort program is too. Call for a Liberty Village SafeWalk escort to your vehicle, the TTC or Go Station, or to another building in Liberty Village. You'll never have to walk alone. SafeWalk escort Marc starts his shift at dusk and keeps watch over the Liberty Village area until dawn by assisting late working staff, ensuring doors are locked and patrolling the streets.

Call for an Escort

1. Call 416-760-000 (Dispatch- Intelligarde Safety)
2. Specify that you want a Liberty Village SafeWalk escort
3. Provide your address and time for pick-up

The free SafeWalk escort service operates Monday to Friday, 9pm to 5am for Liberty Village employees and business patrons courtesy of the Liberty Village Business Improvement Association.

- www.lvbvia.com

LIBERTY MARKET VOXX

ISSUE 1



FEATURE TENANT: PRECIPICE STUDIOS INC

Enconced on the third floor of the Liberty Market Building, Precipice Studios is the design team for the building as well as a new tenant. Partners Anwar, Allen Chan and Matt Davis have brought their unique combination of experiences in architecture, engineering and interior design to the Liberty Market Building. With successful projects such as nightclubs Amber and Lobby, restaurant SpaHa and one of the suites in the new Cosmopolitan Hotel, Precipice Studios are also launching HGTV's DG III this fall. From the onset, Precipice Studios took a fresh look at the Liberty Market Building. Drawing on European and Manhattan precedents, Precipice wanted to establish the Liberty Market Building and its tenants as part of a community. Matt Davis shared some of his thoughts regarding being a resident of the Liberty Village area and tenant of the evolving Liberty Market Building.

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For Questions or Concerns Please Contact

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