

VERVE IS THE WORD

EXCITEMENT
BUILDS AS
VERVE SALES
ZOOM

BY PEPPER RODRIGUEZ



As Seen in
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condoliving
MODERN URBAN LIVING IN CALGARY

Not even six months since it started sales, Verve is nearly 50 per cent sold, which stands testament not only to FRAM+Slokker's winning high-rise condo design, but also to the enticing vision of life in East Village.

Verve not only offers a refined contemporary lifestyle with its stylish and functional floor plans, but it is the vast potential for a fulfilling life in East Village that everyone is excited for, says FRAM+Slokker director of sales, Deb Pedersen.

"We are a beautiful riverfront community surrounded by three parks, including St. Patrick's Island, and conveniently within blocks of the C-train station," she tells *Condo Living*.

The vision for East Village is quickly unfolding and becoming a reality with major infrastructure projects underway, including the National Music Centre, Calgary's new Central Library, and the \$75 million Hilton Hotel complex.

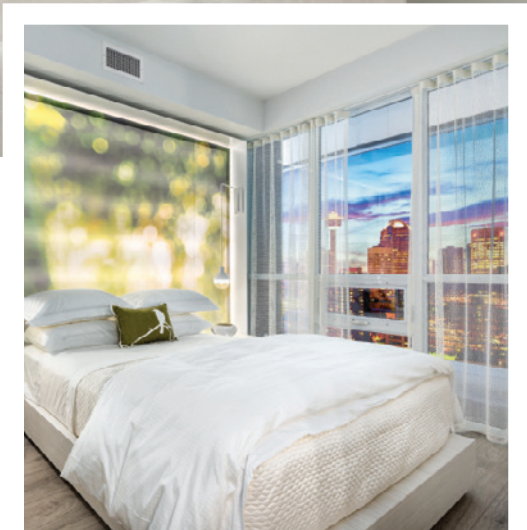
"East Village is an exciting new emerging community where you will have restaurants, recreation, and entertainment all within walking distance. You can jog or bike to Inglewood or Eau Claire along the Riverwalk and just steps away from a world-class park. Concerts or a Flames game are a short walk away, which saves on parking."

Verve will sit in the midst of all this action and the 25-storey, 196-unit mixed-use tower will have retail stores at the base that add to the lively ambience of the streetscape. The five-storey podium will also have offices, while residential units begin from the sixth floor up, including penthouses and sub-penthouses along the top floors.

It is the newest condo development here by Ontario-based FRAM+Slokker. Their initial East Village condo, FIRST, is doing spectacularly well with 90 per cent sold already and construction in full swing. »

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FRAM+Slokker will have a total of seven developments in East Village, which signifies their faith in this ambitious 49-acre revitalization project being undertaken by Calgary Municipal Land Corp. (CMLC).

Though Verve's prime location is a big factor for its success, Pedersen also cites the wonderfully contemporary design of the units and their affordability that have appealed to a wide range of buyers.

"We put a great deal of attention to design. Our suites come with custom designed fully integrated kitchen cabinets that you would find in luxury home. Attention is given to every detail right from the moment you walk into your suite, which were designed to take full advantage of the panoramic river views," Pedersen says.

Verve's newly opened show suite in the East Village Experience Centre succeeds in delivering this message of high style and perfectly functional space. They have renovated their FIRST show suite at the Experience Centre to show a 670-square-foot Verve one-bedroom-plus-den suite.

Most of what you see in the show suite are standard features in Verve, including the sturdy and stylish Corian countertops, European-style, Cecconi Simone-designed custom cabinetry and island encompassing storage, display, preparation and dining areas. Pre-finished, European, engineered-laminate flooring blend well with the flat-slab swing doors and sliding doors to bedrooms and closets, achieving a smooth, flawless look.

"We have something for everybody; first time home buyers and those wanting to downsize. We have a wonderful cross section of entrepreneurs, retirees and some just launching their careers," she says. "Our 720-square-foot two-bedroom, two-bath has been really popular, along with the 530-square-foot one-bedroom."

Verve starts from the mid \$200,000s for their one-bedroom suites, and \$400,000s for the two-bedroom units. First possessions are expected towards the end of 2016. **CL**

FAST FACTS

COMMUNITY: East Village

PROJECT: Verve

DEVELOPER: FRAM+Slokker

STYLE: Apartment style condos, and live-work suites

SIZE: From 500 sq. ft.

PRICE: In the mid \$200,000s

SALES CENTRE: East Village Experience Centre, 553 Riverfront Ave. S.E.

HOURS: Monday to Thursday noon to 6 p.m., weekends noon to 5 p.m., closed Fridays

WEBSITE: www.thenewcalgary.com