



VANCOUVER'S SIGNATURE STREET SITE OF THE NEW ATELIER TOWER



The Atelier on Robson will benefit from a large, open space around the 29-storey tower. The 200 suites range from 530 to 1,200 square feet in size.



ATELIER | A landscaped courtyard where residents can have their own garden plot is just one of the highlights of this Robson Street highrise.

Location, location, location.

When Henry Man, president and CEO of Magellen 20/20, purchased land at Robson and Homer, he knew he had the chance of a lifetime. His new development, Atelier on Robson, is situated kitty-corner from Library Square and across from the proposed city park at Smithe and Richards.

"It gives us such a large, open space around the building which is so unique for downtown Vancouver," says Man. "In any real estate portfolio this is a blue chip investment."

The Atelier on Robson, due for completion in fall 2009, is within walking distance of GM Place, Queen Elizabeth Theatre, the Centre for the Performing Arts, BC Place and Pacific Centre and all the elegant shops and restaurants for which Robson Street is renowned. The Robson Street stop for Canada Line, providing rapid transit to the airport, will be just three blocks away.

"Every major city has its signature street that is known internationally – L.A., New York, Hong Kong, Paris, London. In Vancouver, that street is Robson. Robson is a name of international recognition. When you own on Robson, you own Vancouver," says George Wong, principal at the Platinum Project Marketing Group, Macdonald Realty Ltd.

Views from the Atelier encompass the iconic Vancouver Public Library, the North Shore mountains, English Bay, Burrard Inlet, Stanley Park and False Creek.

This ideal location warranted a high-end, flagship building. So Man chose Vancouver's Jim Hancock and his team at IBI-HB architects who conceived a building of fluid, curvilinear design to reflect the library.

Acclaimed Vancouver interior designer Robert Ledingham created an extravagant 25-foot lobby of limestone and granite basalt with a stone fireplace. Ledingham also planned the residential suites and the luxurious fitness club and meeting rooms.

There are 200 units on 29 storeys with some terrace-style homes. The suites are one- or two-bedrooms, some with dens, with 8.5-foot ceilings (some are 10-foot). They range from 530 to 1,200 square feet and all have a large balcony. One-bedroom suites start in the mid \$300,000s and two-bedroom suites start from the high \$500,000s. There are also penthouses ranging in size from 2,200 to 3,000 square feet.

The European-style kitchens are equipped with Sub-Zero or Liebherr refrigerators and AEG gas cooktops and wall ovens. Countertops are granite and the bathrooms have frameless glass showers.

One of the highlights of the development is a signature landscaped courtyard on the 7th floor where residents can have their own gardening plot. Man sees this addition as a way to encourage a neighbourly environment in the downtown core. An observation deck, on the same level as the garden, will overlook Olympic activities at BC Place and Library Square.

The fitness club sports a yoga studio, an outdoor exercise terrace and steam room, while the meeting room includes an exterior terrace. A garden lounge is equipped with a flat-screen TV.

"We plan our buildings efficiently, maximizing the usability of every square foot," says Man, who likes to sketch out his ideas while jetting across the country.

Man worked with Concord Pacific Group for nine years, where as executive vice-president and chief operating officer he played a pivotal role in developing Vancouver's Concord Pacific Place and CityPlace in Toronto.

With a track record of successful highrise residential projects, a meticulous eye for detail and a breadth of experience from some of the most prestigious projects in Canada, the developers of the Atelier on Robson promise a truly elegant, functional and welcoming home in the centre of the city.

The presentation centre for Atelier on Robson is scheduled to open for previews in early April at 400 Robson Street. For more information telephone 604-228-2020 or register on-line at www.atelieronrobson.com for priority privileges. □