

CANADIAN

INTERIORS

Living the
good life

In a hilltop house
and a wine
warehouse loft

In the workplace

As part of the urban scene:
new restaurants, theatres
and condo suites

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Trend reports from **Lisbon, Valencia and Udine**
Funky fabrics and wallpapers



Far left_The innovative design incorporates a number of unique features that champion sustainable design. Jameson House is designed to exceed LEED standards. Left_By giving the livingroom a round shape, Foster and Partners enhanced its spacious feel. The curved outer wall also provides a wide view of Vancouver harbour and the North Shore mountains beyond.

When the Pappajohn brothers (Anthony, John and Thomas) set out to develop a dynamic new condominium tower in Vancouver's downtown business core, they knew they had to do something different if they were to distinguish the building from the other high-end condos going up around the increasingly pricey neighbourhood. Enlisting legendary London-based Foster and Partners as architects of the building was a good place to start, but the brothers' decision to open what is arguably one of the most innovative and expensive presentation centres ever to set up in Vancouver is what's garnering more than a little attention from the design community and the general public alike.

Situated just blocks away from where the completed Jameson House tower will stand, the presentation centre goes beyond the ubiquitous display suite and sales centre operation. Designed by Foster and Partners with Letterbox Design and mcfarlaneGreen Architecture + Design, both Vancouver, everything has been created to capture the imagination of the potential buyer.

From the entrance of the 4,500-square-foot centre, visitors will know they are about to be shown something quite special. Although floor plans of the individual suites are available, there is also a unique aid for those challenged by technical drawings and computer walk-throughs: each suite has been crafted into an exquisite doll-house-sized model, complete with to-scale furniture and appliances. An adjacent model of the tower boasts an

interesting computer feature: click on a suite, and the accompanying computer screen displays the view from there.

In another ingenious move, the three finish options for both bathroom and kitchen are displayed on oversized colour/material boards, steps away from the models. An oversized screen hangs on the wall between the colour/material boards, showing life-sized images of the three finishes in each of the rooms. For example, the image of the bathroom changes to show the difference between the Cool White (white glass and Italian onyx verde), Dark Charcoal (quartz grey glass with translucent Spanish alabaster), and Warm Stone (off-white glass and translucent Turkish marble) options. Similarly, images of the kitchen display the Cool White (polished white glass with travertine stone floor), Dark Charcoal (dark grey ceramic with light oak wood floor), and Warm Oak (oak with travertine stone floor) options.

A short hall leads to the display suite itself. Here, the Cool White kitchen and Warm Stone bathroom are displayed to maximum effect. If the Foster-designed interior isn't enough to convince potential buyers that the Jameson House offers something unique in the Vancouver market, interacting with the display suite itself will surely do the job. The space showcases the "Place" kitchen, designed by Foster and Partners for Dada, Italy.

This presentation centre will leave potential buyers with little to puzzle over – other than how to come up with the \$514,000 to \$4.75-million to purchase a suite.

Can the luxury and creativity of its presentation centre match up with the actual reality of Vancouver's new Foster and Partners-designed Jameson House condominium tower? Buyers are investing up to \$4.75 million, confident that what they are seeing is only a preview of what's to come.