

MOUNT PLEASANT'S JACOBSEN EMBRACES WEST COAST LIVING



Jacobsen, named after famed Danish designer Arne Jacobsen, merges modernist form with minimalist functionality.



JACOBSEN | Long, clean lines and an open plan contribute to the space and edgy elegance of Intracorp's six-storey condominium, taking its place in the Mount Pleasant neighbourhood, becoming so popular with young urban professionals.

It's no secret that Mount Pleasant's greatest asset is its diverse and multicultural neighbourhood.

The east side community – with its eclectic mix of new and old homes, artist studios, industry, great shopping and fabulous ethnic restaurants – is quickly gaining popularity with young urban professionals.

In the middle of all the creative excitement lies a development that redefines the landscape – Jacobsen.

Named after internationally renowned Danish architect and designer Arne Jacobsen, best known for his 1950s Egg Chair, Intracorp's Jacobsen marries modernist form with minimalist urban functionality.

The powerhouse team of Christopher Bozyk Architects' Craig Taylor and interior designer Donna Kurtz guaranteed that Jacobsen would be nothing short of spectacular.

"The two work for the same company and so they both shared the same vision," explains Susan Rutledge, Intracorp's director of sales. "They used works from East Vancouver artists to help create the edgy look."

As well, in-keeping with the artistic flair of the east side, the tower is only six storeys high.

"There is a real flow from the exterior esthetics into the interior [common area], and into the suites," says Rutledge. "It's all about an open floor plan with long, clean lines throughout. The interior truly embraces west coast living, with its polished concrete floors, white cabinets with teak accents and full-height translucent glass sliding panels throughout.

The use of wall-to-wall windows and open design gives each home a sense of space and warmth combined with edgy elegance.

Other unique features include 9-foot, 2-inch ceilings in the living, dining and kitchen areas, and a choice of one of three colour palettes.

Everything about Jacobsen boasts of meticulous design.

The bathrooms are stunning, with their recessed halogen pot lighting to reflect light, marble countertops and backsplash, wood veneer vanity cabinets and Caroma semi-recessed bowl sinks.

The interior environments are also designed with the future in mind. Each home is equipped with an integrated "local area network" with central convergence panel to adapt to changing technology; Internet and home networking throughout, CAT 5e (enhanced) wiring for in-suite Ethernet network, telephone and ADSL Internet and a distributed quad-shield RG6 coaxial cable runs for cable TV, HDTV and high speed Internet access.

No detail has been overlooked.

Intracorp blends artistic flow with a touch of funky urban class, to make this an appealing address the most discerning client would appreciate.

Now selling, new homes await at Jacobsen, located at Scotia and Second Avenue in the established neighbourhood of Mount Pleasant. Jacobsen consists of 125 lofts and flats inspired by the enduring 1950s modernism. A one-bedroom-and-den starts at \$387,900. The presentation centre is open from noon to 5 p.m. daily except for Fridays and is located at 2501 Main Street. For more information phone 604-709-9844 or visit: www.jacobsenliving.ca.