
ALIAS
CHURCH X RICHMOND

MADISON
GROUP



HEIGHTEN YOUR SENSES

Steps from the bustling Financial District and Ryerson, George Brown and OCAD University campuses, move into this community of free spirits conceived by the box-breaking design team at Teeple Architects.


TO A NEW
POINT
OF
YOU

GLORY

GLAZE

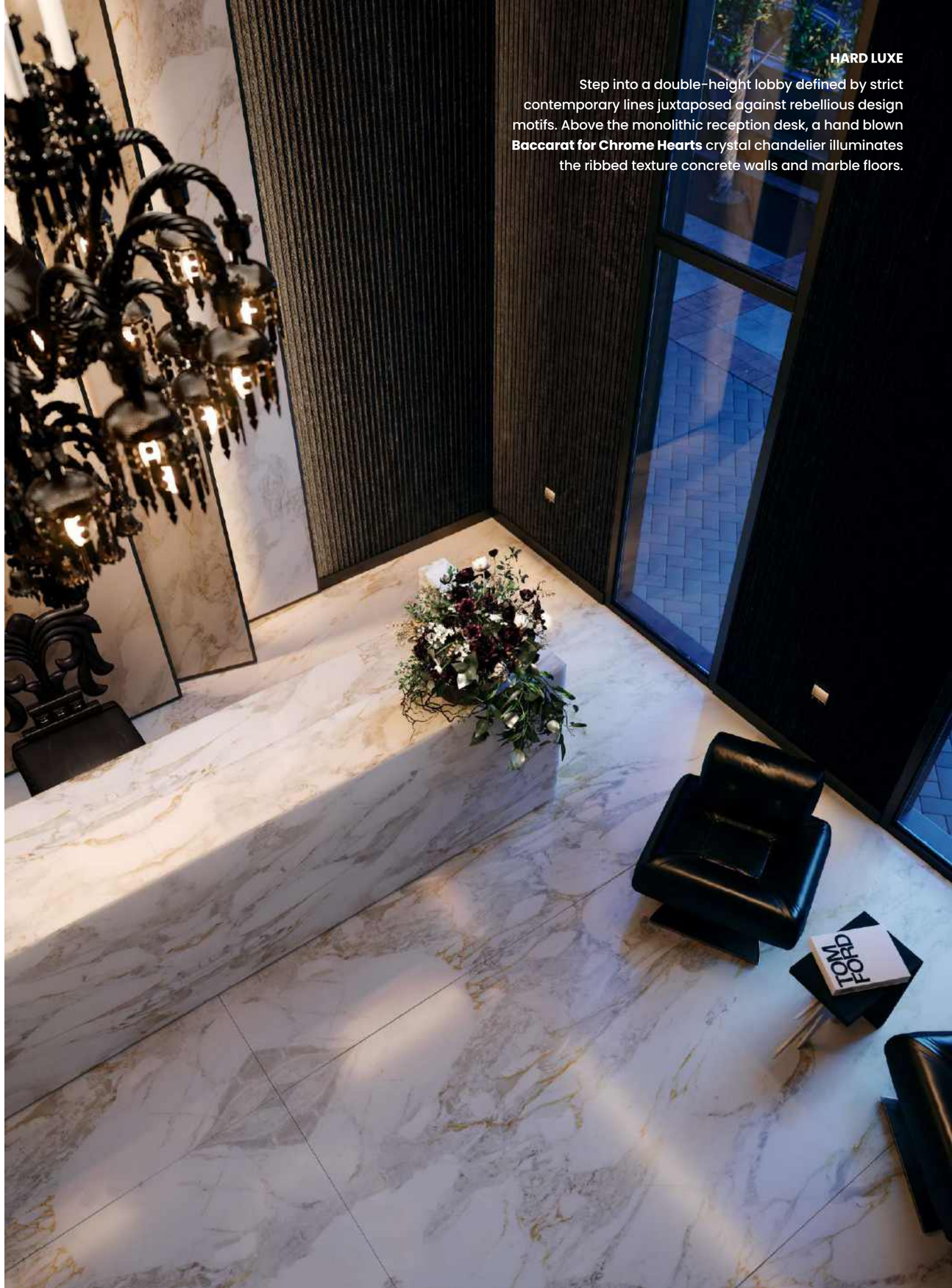
ALiAS is a blazing beacon of rock & roll attitude and edgy sophistication in the heart of Old Toronto. Shooting 45-storeys above the Toronto skyline—topped with an iridescent gold penthouse—it ignites the night like a firework.



TRANCE FORMATION

An architectural feat of glazed black brick designed to "cascade" down the building façade, Alias reinvents the southwest corner of Church Street and Richmond Street East.

Baccarat for CHROME HEARTS



HARD LUXE

Step into a double-height lobby defined by strict contemporary lines juxtaposed against rebellious design motifs. Above the monolithic reception desk, a hand blown **Baccarat for Chrome Hearts** crystal chandelier illuminates the ribbed texture concrete walls and marble floors.

AN EYE

TO THE UNEXPECTED

Imagined by Studio Munge, each residence is a declaration of timeless Rockstar glam, punctuated by polished quartz, steel and porcelain accents. Buyers who crave the freedom to express their individuality can choose from a selection of unique palettes.



NEW HORIZONS

Warm wood shades play against cool off-white ceramics and stones to create symphonic tonality.

MERIDIAN MOODS

Taking cues from the mesmerizing gradient of a meridian sky, the colour palette thoughtfully pairs light stones, medium grey ceramics, and dusky woods to create an intriguing balance of contrasts.

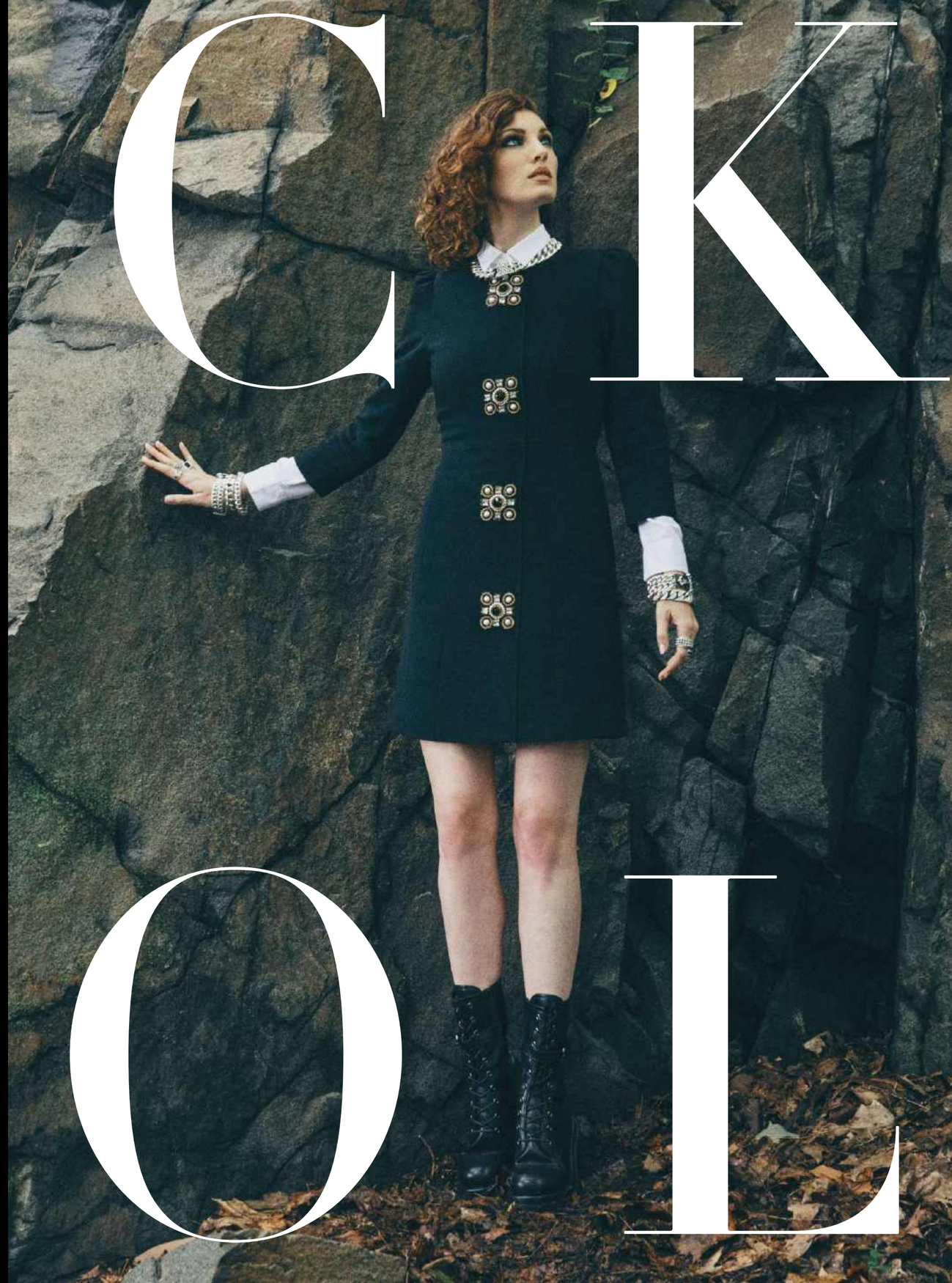
AFTER DARK

Evocative of the building's rock & roll soul, the moody "sunset" palette celebrates the sensual properties of black, charcoal, and slate grey shades against rich stained woods. Up for more luxe? Opt for the refined textural edge of steel mesh upper kitchen cabinets.


CHROME HEARTS

ROCK AND SOL

Revel in over 18,000 square feet of indoor and outdoor indulgences. Every detail conspires to deliver an elevated experience.



THE F-IT CENTRE

Fitness. Form. Focus. Whatever your “f” word is, find it in the resident gym. Gleaming personal pods encourage boxing, yoga, meditation, private spinning, cardio and weight training for a workout set to your journey and goals.



ROCK & RIDE

Whether you come to Tread, Climb, or enter The Power Zone, the Peloton Room is the venue to take your favourite classes and most exhilarating rides. With so many spin sessions set to the freshest tracks, it's also where you'll discover beats to add to your rotation.

MBERS

Where there's smoke, there's a grill going on the outdoor deck, a fire crackling in the lounge or co-working space, or a pizza just about to come out of the oven. Find your flame.



LUCKY DOGS

Fur friends get personalized groom service in the experiential pet spa where a bespoke golden antler chandelier, AstroTurf playpen, and a golden fire hydrant set the scene for their creature comforts.

PET SPA

COLOURFUL CHARACTERS, ENCOURAGED

Young hearts run free in the kids' wing. Between arched portals, niches, and glass partitions, the next generation is encouraged to express and explore. Designed with different zones of delight, the playground invites them to create in the craft studio, glide down a polished chrome slide in the urban treehouse, hop from dot to dot, or voyage to far away lands in the projector lounge, nestled in custom sofas.

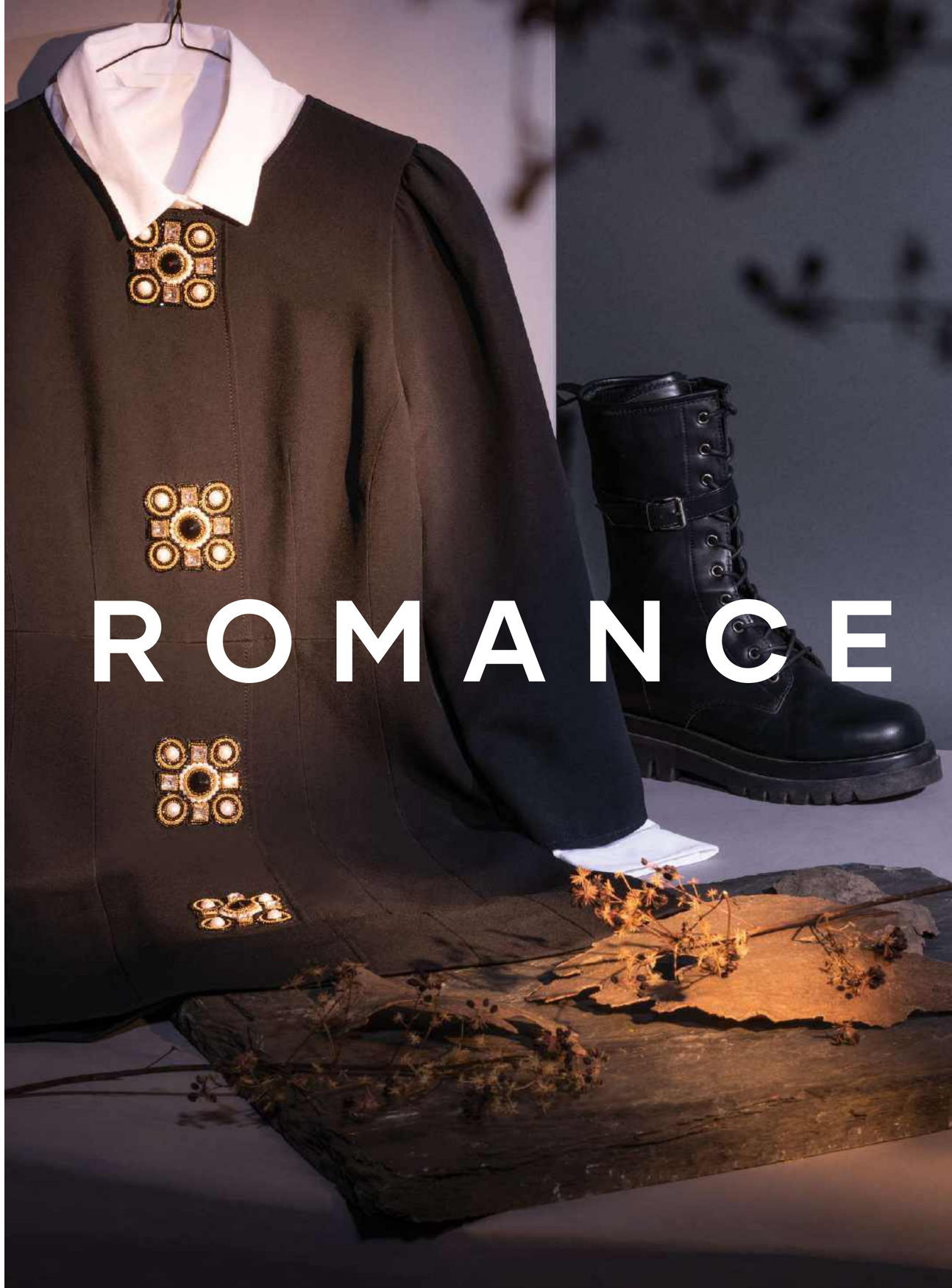


KID'S PLAYROOM



The adventure continues inside out with a theatrical outdoor playground energized with a funky black-and-white pattern, and softly lit whimsical string lights. It features a slide, soft rubber surfacing to bounce on, and plenty of curved benches to sit around and catch a breath before the next jump.

WILD




ALIAS
CHURCH X RICHMOND

SPARK

THE DA RK

Restaurants, clubs, coffee bars, art walks, and green spaces too—they're all yours to experience at this intersection where Old Town meets Downtown, the moment you open your door.



Jurassic Park
Raptors NBA Championship Game 7 Celebration

Gooderham Building,
Church St. & Front St. E



THE NIGHTS

YOUNG



Hey Lucy Restaurant



Rogers Centre



GO SPOT HOPPING

There's no last call to exploration in this 24-hour quarter of this always-open city, as long as you're up for it.

Dukes St. Lawrence Market



Roy Thomson Hall



The Elgin Winter Garden Theatre

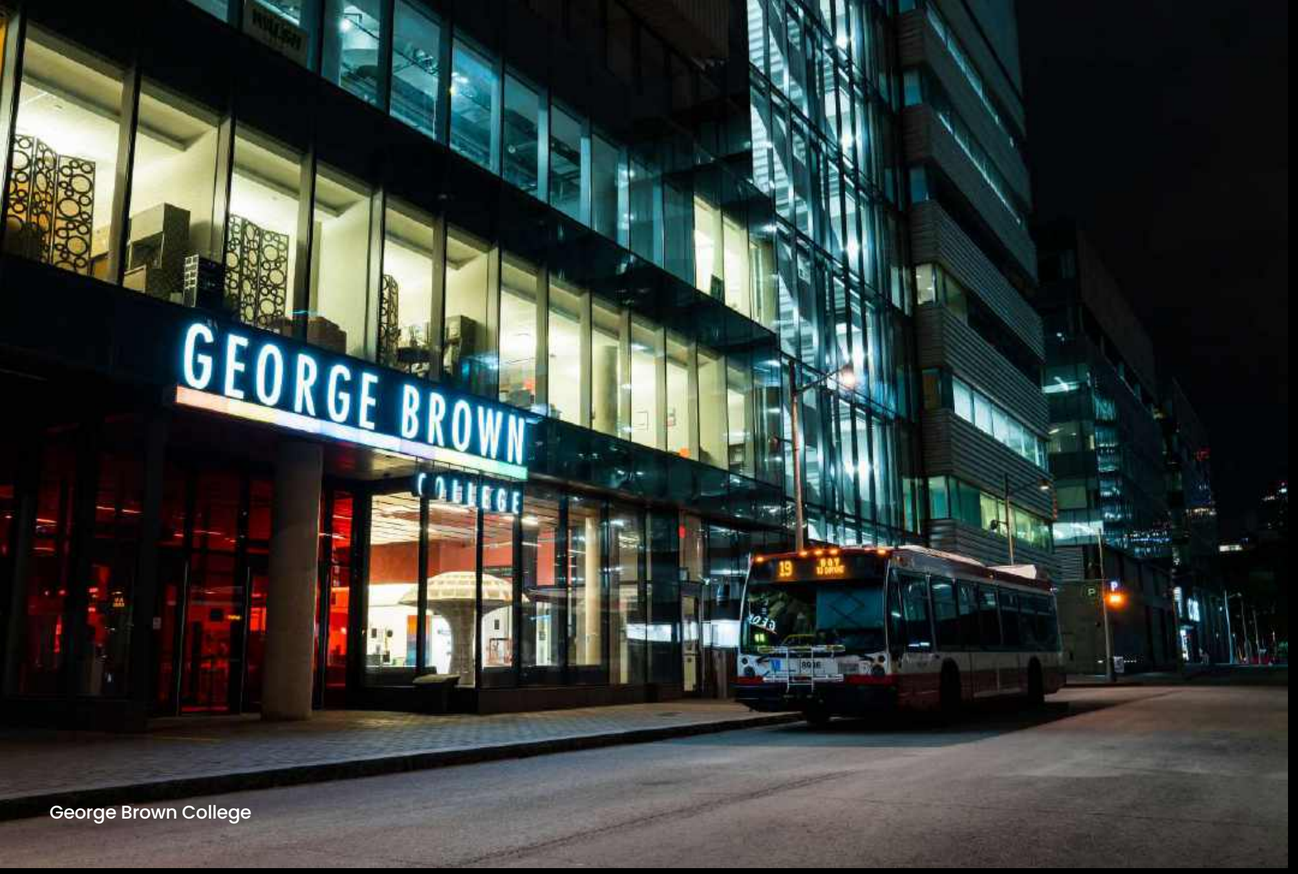
CULTURAL CAPITAL

Toronto boasts a kinetic arts scene with thoughtfully curated museums and annual festivals for art, film, and music.

ALiAS's live music lovers are just five minutes from Massey Hall, where rock stars, pop stars, folk legends and viral indie acts meet Toronto. Dance and theatre devotees have their pick, too, from The Elgin Winter Garden Theatre to the Princess of Wales Theatre—both a short walk, or subway ride away. Also nearby, the Art Gallery of Ontario keeps aficionados up on local and global notables.

IT'S A GOLD MIND

With three university campuses, Old Town is not only one of Toronto's key intellectual centres, it's an incubator for some of the city's freshest thinkers. Ontario College of Art & Design University, better known as OCAD, prides itself on being "the university of the imagination" where students are inspired to crash current ceilings in design, media and art. Similarly, Ryerson University undergrads are committed to innovating their communities through entrepreneurial activations, while George Brown College cultivates generations of opportunity for scholars and Toronto-at-large.



George Brown College



Ryerson University



OCAD University

THE SILICON QUARTER

Old Town is Toronto's tech capital with Google, Amazon, Pinterest, and Reddit all in shouting distance. TikTok and DoorDash are a commute away, and Netflix is coming soon.

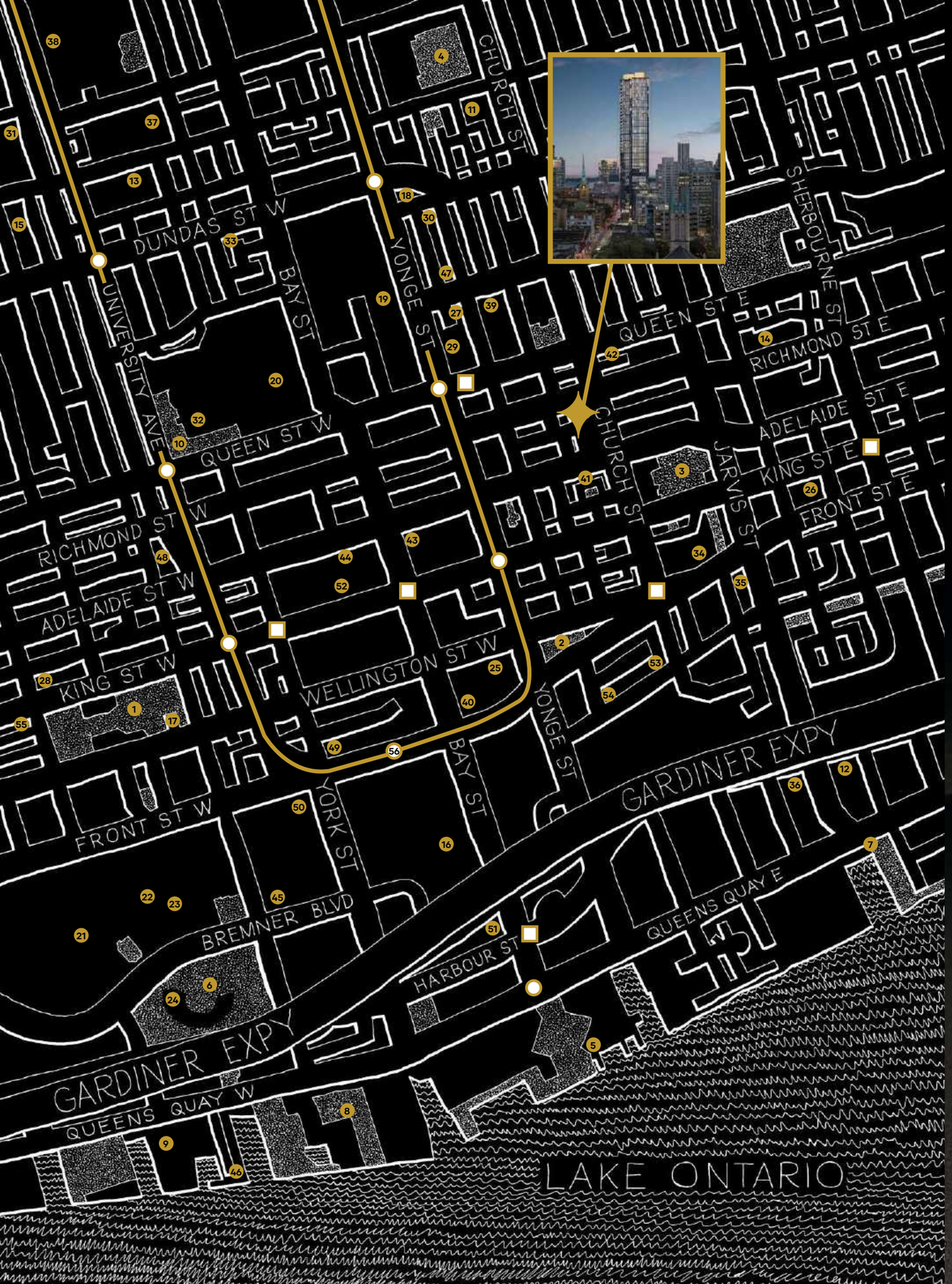
YONGE & DUNDAS

Surrounded by Toronto Eaton Centre mall and the historic Ed Mirvish Theatre, Yonge and Dundas square offers destination shopping, dining, and entertainment conveniently located just above the Dundas Station subway stop. Featuring a concert stage with rows of sculptural water fountains, it's a captivating venue for open-air events, too.









PARKS & RECREATION

1. David Pecaut Square
2. Berczy Park
3. St. James Park
4. Ryerson Community Park
5. Toronto Island Ferry
6. Roundhouse Park
7. Sugar Beach
8. Harbourfront Centre
9. Harbourfront Canoe & Kayak Centre
10. The Gardens of the Osgoode Hall

COLLEGE & UNIVERSITY

11. Ryerson University
12. George Brown College – Waterfront Campus
13. The University of Toronto Oral and Maxillofacial Surgery
14. George Brown College- St. James Campus
15. OCAD University

ENTERTAINMENT

16. Scotiabank Arena
17. Roy Thomson Hall
18. Yonge & Dundas Square
19. CF Toronto Eaton Centre
20. Nathan Phillips Square
21. Rogers Centre
22. CN Tower
23. Ripley's Aquarium of Canada
24. The Rec Room
25. Hockey Hall of Fame
26. Museum of Illusions
27. Massey Hall
28. Princess of Wales Theatre
29. Elgin and Winter Garden Theatre Centre
30. Ed Mirvish Theatre
31. Art Gallery of Ontario
32. Four Seasons Centre for the Performing Arts



ESSENTIALS

33. The Market by Longo's
34. Metro
35. St. Lawrence Market
36. Loblaws
37. The Hospital for Sick Children
38. Toronto General Hospital
39. St. Michael's Hospital

FOOD & BEVERAGE

40. Chotto Matte Toronto
41. Terroni
42. The Carbon Bar
43. LOUIX LOUIS
44. Cactus Club Café First Canadian Place
45. The Roof at SOCO
46. Amsterdam BrewHouse
47. Fran's Restaurant
48. Momofuku Noodle Bar
49. CLOCKWORK Champagne & Cocktails
50. Kellys Landing
51. Harbour 60 Toronto
52. King Taps
53. Bier Markt
54. The Keg Steakhouse + Bar
55. Hey Lucy

TRANSIT

56. Union Station

Subway Stop

Streetcar Stop

"One of the great beauties of Toronto is the skyline at twilight. It glows and reflects the colours of the setting sun. We wanted ALiAS to play into the beauty of this scene and came up with the idea of the firework so the building will reflect light as if it were falling from the sky."

—Stephen Teeple
Principal, Teeple Architects

THE PLEASURE PRINCIPLE

MADISON
GROUP

Madison Group has risen from a successful family business into a multi-faceted company that owns, develops, and manages landmark residential and commercial properties. Madison's extensive portfolio spans low-rise master planned communities, mixed-use high-rise projects, office, retail, prestige industrial, rental, and retirement properties throughout Toronto and New York.

Madison continues to set the bar for value, design, and customer service across the Greater Toronto Area. The company is dedicated to creating vibrant, integrated communities rooted in highly desirable locations that elevate the lifestyle of their residents.

Developments are brought to life with innovative architecture and thoughtful design, resulting in dynamic destinations including Greensborough, and Upcountry in Markham; Jefferson Forest in Richmond Hill; Vellore Woods, Legacy; Thornhill Ravines and Real Towns in Vaughan; Frenchman's Bay and Nutowns in Pickering; Briar Hill City Towns in Toronto, and MILA in Scarborough, as well as high-rise projects such as the Madison at Yonge & Eglinton; ZIGG St. Clair West, and, most recently, Nobu Residences and The Capitol Residences in Toronto.


NOBU Toronto


ZIGG


The Capitol


MILA


Cornell Rouge

Teeple Architects INC.

TURNER
FLEISCHER

STUDIO
MUNGE

the mbtw group



All renderings are artist's concept. Furniture and décor shown in renderings are for display purposes only and not included in the sale of the home. Finishes and features shown may be upgrades/extras. Specifications are subject to change without notice. E.&O.E. January 2022.

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