



# ALLAS

CHURCH X RICHMOND

OPEN YOUR

I

**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





GLAZE  
GLORY

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**

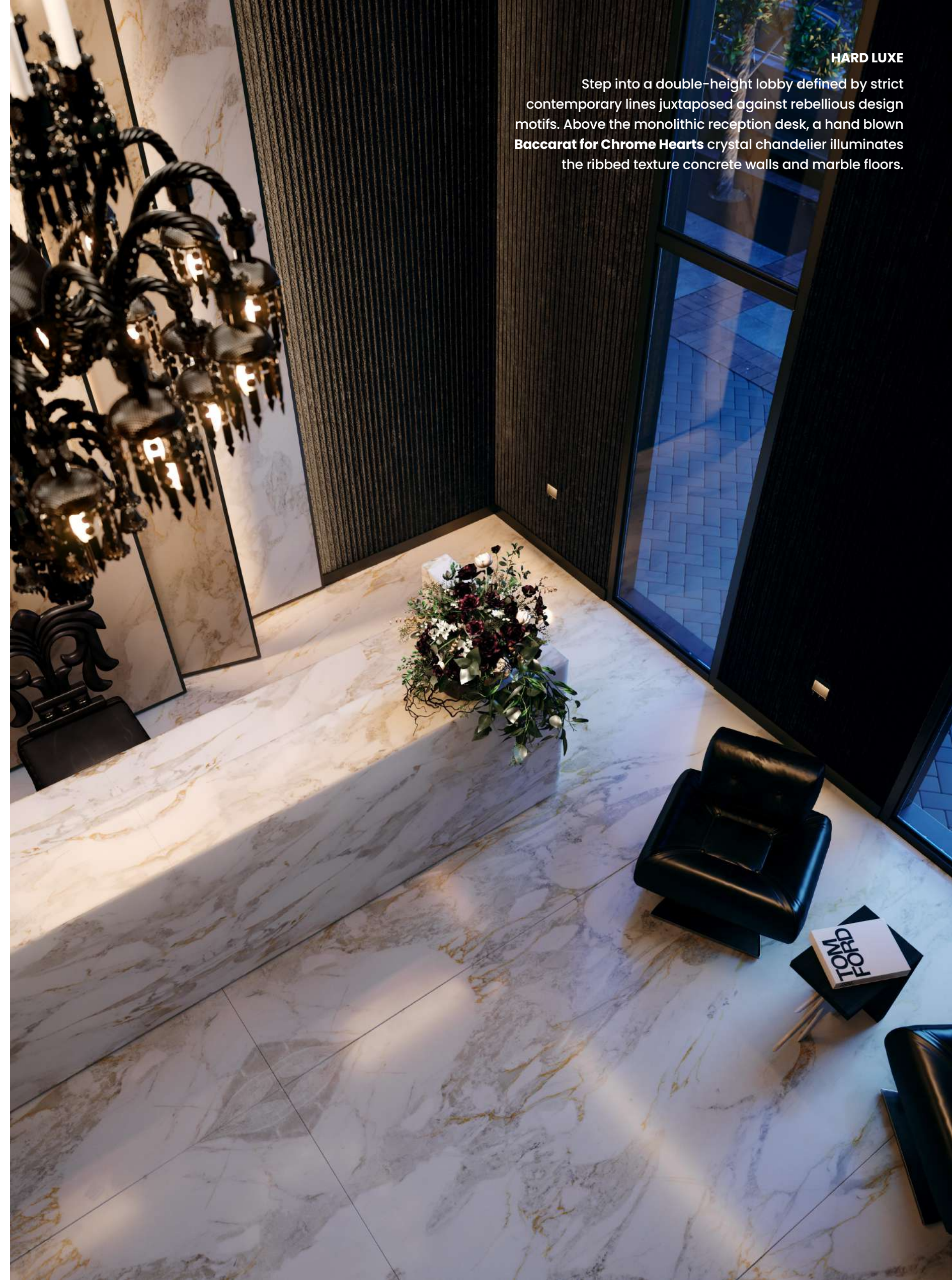
An architectural feat of glazed black brick designed to “cascade” down the building façade, Alias reinvents the southwest corner of Church Street and Richmond Street East.

# 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.







THE  
THE  
THE

AN

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.



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



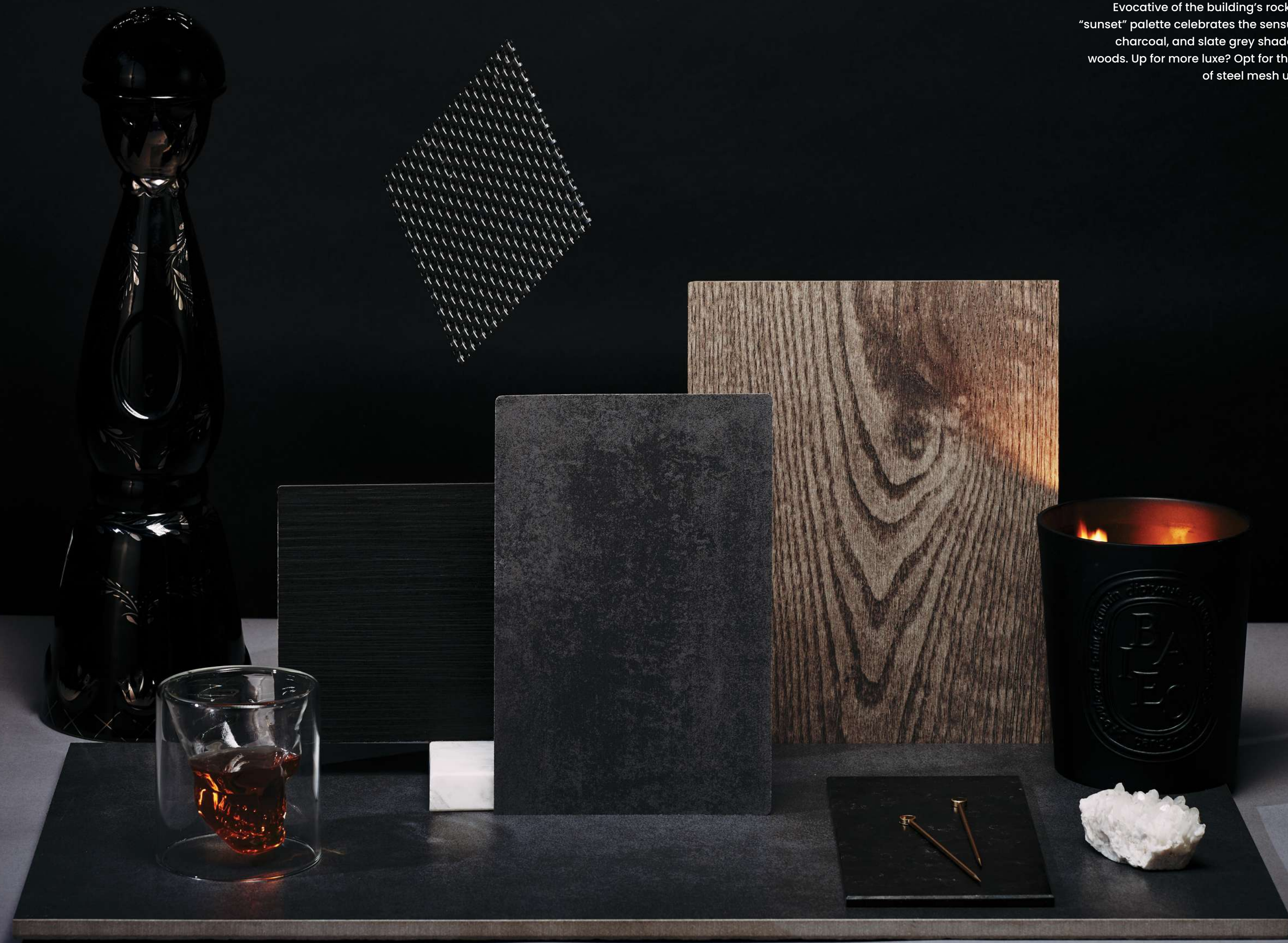
**MERIDIAN MOODS**

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.







# RO

AND

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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.



MEMBERS

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.



ONLY



**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.





**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.



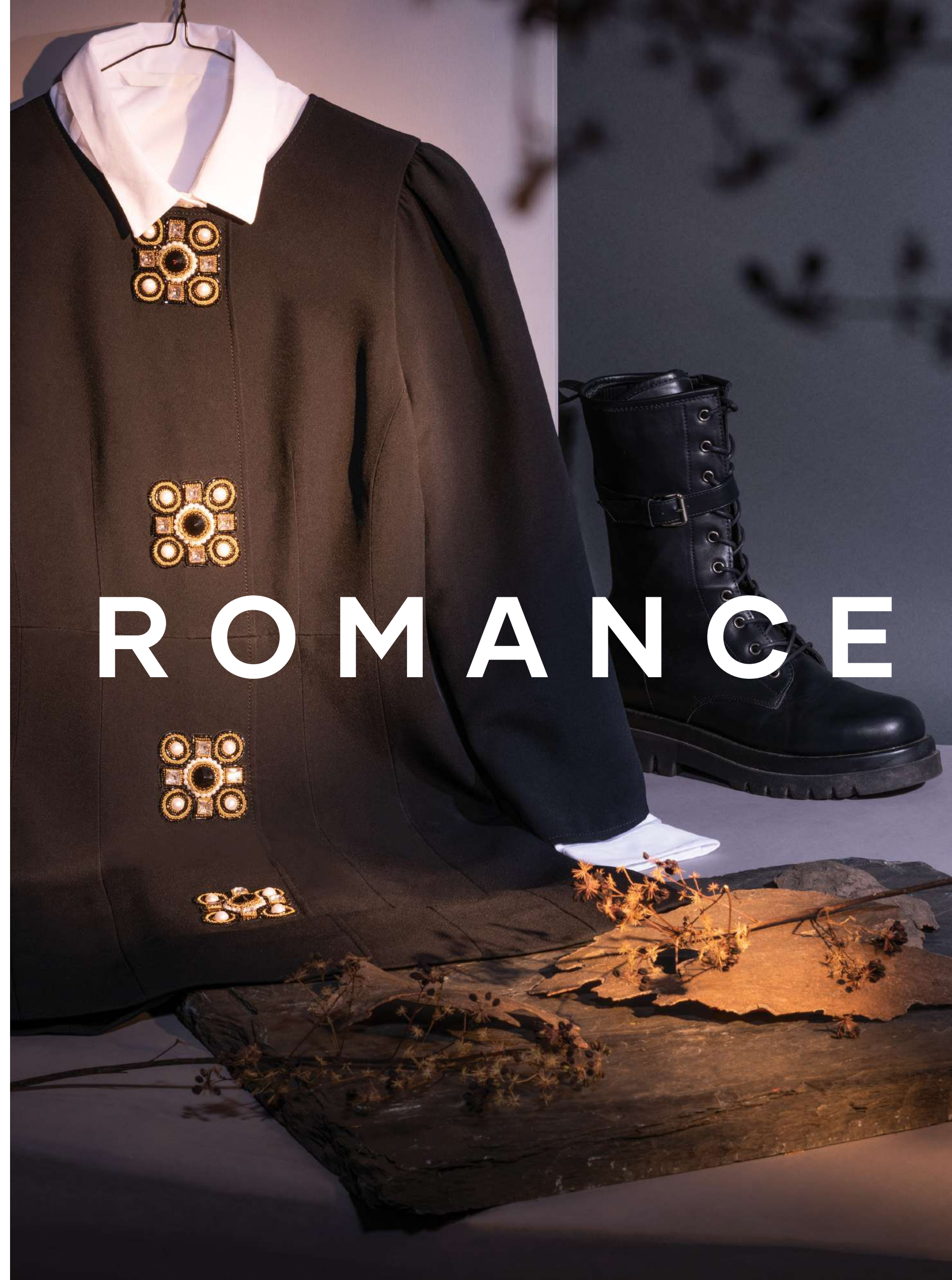






The adventure continues inside out with a theatrical outdoor playground energized with a funky black-and-white pattern, and softly lit whimsical string lights. It features a slide, soft rubber surfacing to bounce on, and plenty of curved benches to sit around and catch a breath before the next jump.

W  
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ROMANCE

ALIAS  
CHURCH X RICHMOND



SPARK

THE D A

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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.

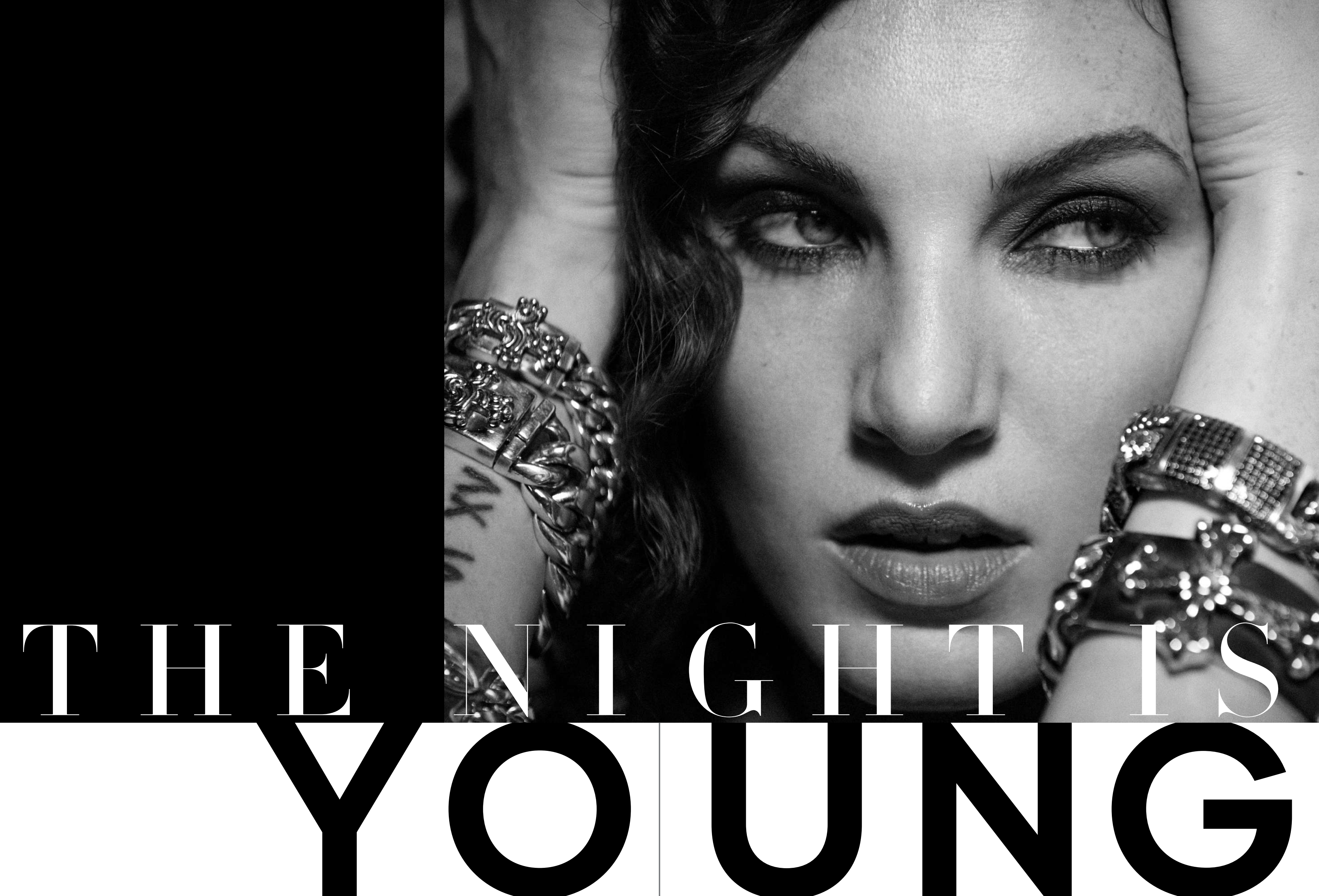


K



Gooderham Building,  
Church St. & Front St. E





THE NIGHT IS

YOUNG



# 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.







Roy Thomson Hall



The Elgin Winter Garden Theatre

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.

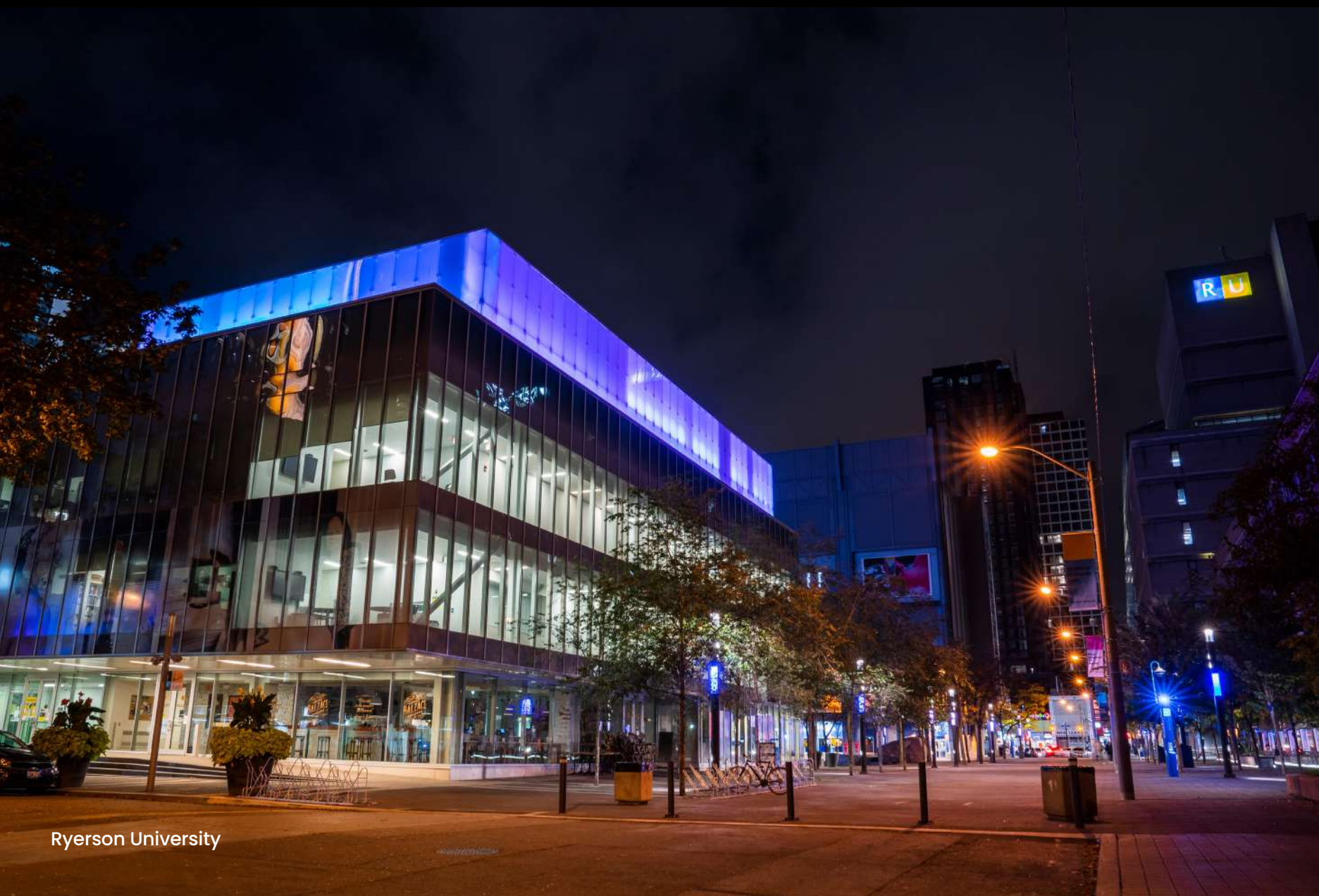
# CULTURAL CAPITAL



George Brown College

# 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.



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.

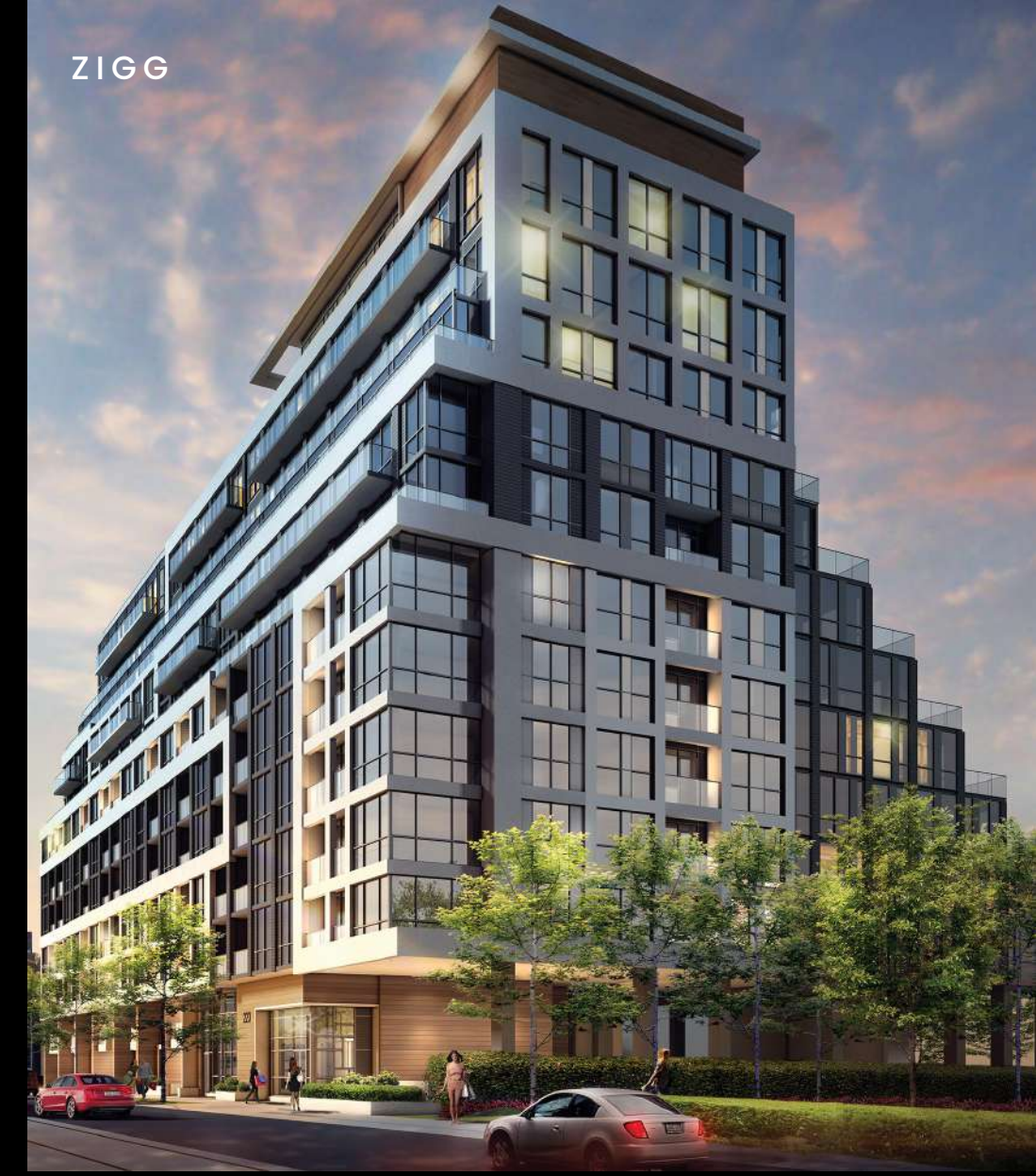
Madison continues to set the bar for value, design, and customer service across the Greater Toronto Area. The company is dedicated to creating vibrant, integrated communities rooted in highly desirable locations that elevate the lifestyle of their residents.

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.

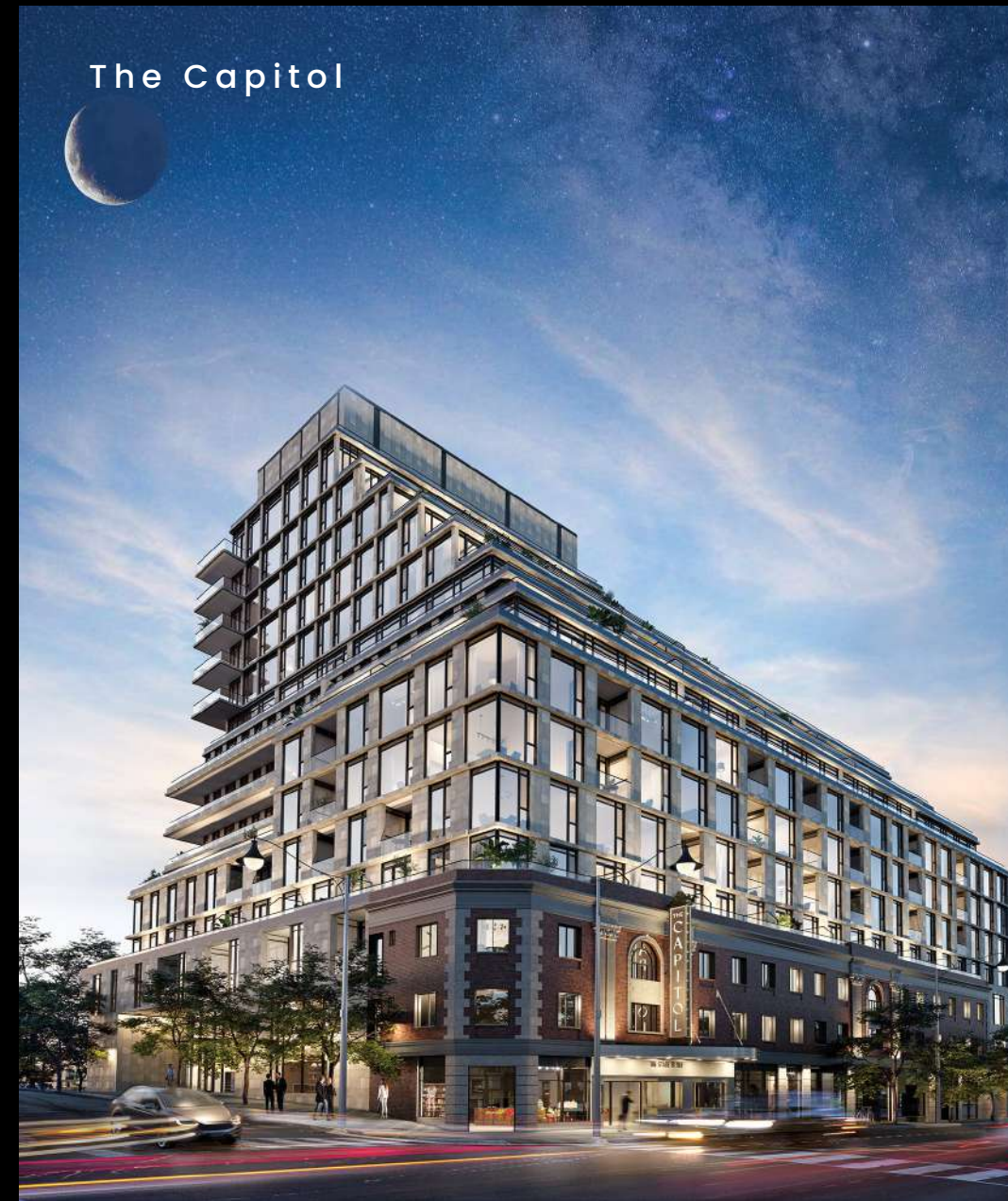
NOBU Toronto



ZIGG



The Capitol



MILA



Cornell Rouge



Teeple Architects<sup>INC.</sup>

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.

