

Pure

THE ESSENCE OF WEST COAST LIVING



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Reid Dewson

by Susan M Boyce

Water. Crystal clear, the essence of life, an integral part of West Coast living. And like water, Pure is a sparkling example of the things that make Vancouver one of the world's most sought after cities.

Located overlooking False Creek on Hornby Slopes, Pure is a celebration of modernist design and sophisticated urban functionality. There's a crispness to the presentation centre, a sense this is something different in the downtown Vancouver residential marketplace.

It's a sensation that takes only minutes to prove a reality.

Pure Vitality

I'll confess that being something of a "foodie" at heart, it's usually the kitchen I check out first whenever I look at a new home — or any other home for that matter. But as I'm heading toward Pure's scale model, a flash of contemporary artistry catches my eye.

It's the display bathroom, and it's a showstopper. The feature wall is an intriguing, horizontal-grain ceramic tile in a striking

steely-grey finish. The mirror appears to float six inches from the wall, and an angular soaker tub makes me think sore muscles after a long workout at the gym might not be so bad after all.

"Here's a really neat feature you probably didn't notice," says sales manager Reid Dewson who's just joined me. He reaches up behind the mirror and slides out a concealed shelving unit that's perfect for vitamins, toothpaste, and all the other myriad daily necessities. I'm already mentally picturing this great space-saver adorning my own ensuite.

Now I absolutely can't wait to check out my favourite room. Reid and I head to the kitchen just round the corner... and I'm totally captivated.

Italian design savvy meets Frank Lloyd Wright. Cabinetry is dual-textured — glossy uppers, matte lowers — with frosted glass accent cupboards lit from below. In a visually dramatic departure from tradition, this kitchen is horizontally oriented creating a sense of spacious openness. Cabinets open upward rather than to the side and, perfect for someone like me who's prone to severe early morning pre-coffee coordination challenges, the hardware is a soft-close design that simply doesn't allow a single door to be slammed, banged, or otherwise shut with a loud noise.

Reid demonstrates how the hood fan tucks invisibly away when not in use. We compare notes on how easy solid-surface counters are to

clean and agree a microwave below the counter makes it so much easier for everyone — including kids and visiting grandparents.

Neighbourhood Lifestyle

"Pure is especially appealing to people who enjoy living in a more intimate condominium community," Reid says. "When you have three or four hundred people in a single tower, it's often difficult to get to know your neighbours. Because there are only 73 homes at Pure, it will feel more like a neighbourhood. Even better, most floor have only four suites, so every home is a corner home."

As I prepare to take my leave, Reid mentions a few of the other, not so obvious benefits. "This is a very quiet area of downtown, and yet you're still walking distance to live theatre, restaurants, the financial district, and the AquaBus." I smile to myself and decide not to mention that

I've actually just come from an afternoon movie at the Vogue and already have my ticket ready to hop the ferry back to Granville Island so I can pick up something fresh for dinner. Ah yes, the joys of Vancouver living.

Pure offers a total of only 73 residences on 15 floors and priced from the mid \$300,000s. Brought to you by Bogner Development Group Ltd., Pure celebrates its Grand Opening on November 11th, after which the presentation centre will be open noon to 6:00 pm daily except Fridays on the 22nd floor of the Marriott Hotel at 1234 Hornby Street (southeast corner of Hornby and Davie) in downtown Vancouver.

Don't miss this outstanding opportunity to be a pure part of the Vancouver lifestyle. For more information and to priority register, call 604-806-0755, or you can visit on the web anytime at www.livingpure.ca. **nh**