

# retail environments

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## Winners Book

store of the year:  
**TIFFANY & CO.**

2013  
design firm guide



## GRAND PRIZE

# The Massey Tower Sales Centre & Model Suite

Toronto

This luxury condominium sales center is housed in the adjacent Canadian Bank of Commerce Building, a 1905 landmark. The sales center and its model suite blend period and contemporary design seamlessly. The entry and reception area provide a preview to the interior of the upcoming high-rise. The main gallery is organized into functional zones without partitions. Instead, closing areas, seating areas, and a scale model are delineated with traditionally inspired moldings and digitally generated trompe-l'oeil wall coverings. The original mosaic floor was uncovered during the sales center's construction. Custom furniture is period-inspired in silhouette, yet simplified with modern construction methods.

**Design:** **Cecconi Simone** Toronto, ON, Canada

**Developer:** **MOD Developments Inc.** Toronto, Ontario, Canada

**Furniture/Upholstery, Wall Panel/Molding:** **Creative Custom Furnishings** Toronto, ON, Canada

**General Contracting:** **Trisect Construction** Mississauga, ON, Canada

**Metalwork:** **Reale Born Inc.** Mississauga, ON, Canada

**Millwork:** **Living Art** Concord, ON, Canada

**Wall Treatment:** **Metro Wallcoverings** Concord, ON, Canada



Photography: Ben Rahn/A-Frame Inc. Toronto, ON, Canada