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A maximized lifestyle

Verve design brings strong lifestyle focus to Calgary urban living

BY PEPPER RODRIGUEZ
INTERIOR PHOTOS BY ROB MOROTO OF CALGARY PHOTOS

Calgary's East Village was always meant to be a revolutionary development that would turn one of the downtown's most overlooked areas into a thriving, cosmopolitan village attuned to demands of the sophisticated urban dweller.

Verve, FRAM + Slokker's second condo high-rise in East Village, perfectly captures this bold, pioneering spirit in its design. Cecconi Simone Inc., which undertook the task of designing Verve's interiors say that the aim was to give residents the fullest enjoyment of living in what is already turning out to be a trendy and thriving riverside community just east of Calgary's downtown core.

"The most distinctive aspect of the suites at Verve is that they maximize the living experience of homeowners, creating a personalized and customized environment that meets all their needs," says Anna Simone, Principal, Cecconi Simone Inc.

"The suites are crafted with strong attention to views, right through to the exterior and beyond, with doors kept away from principal sightlines wherever possible. An open-concept live-cook-dine area offers maximum flexibility and maintains the kitchen as the hub of the home."

The artful interiors are modern and airy with custom Euro-inspired kitchens with fully integrated appliances that seamlessly blend into the exceptionally designed floor plans.

The chief inspiration for the design is the community of East Village itself. Sitting by the banks of the Bow River, East Village is one of Calgary's oldest communities but it had been a victim of urban decay through most of the latter half of the past century.

The City of Calgary recognized the vast potential of having a relatively undeveloped area this close to the downtown and has undertaken a 20-year revitalization plan that promises to bring this historic neighbourhood back to life. And now, halfway through the timeline, a new energy is coursing through the riverside community.

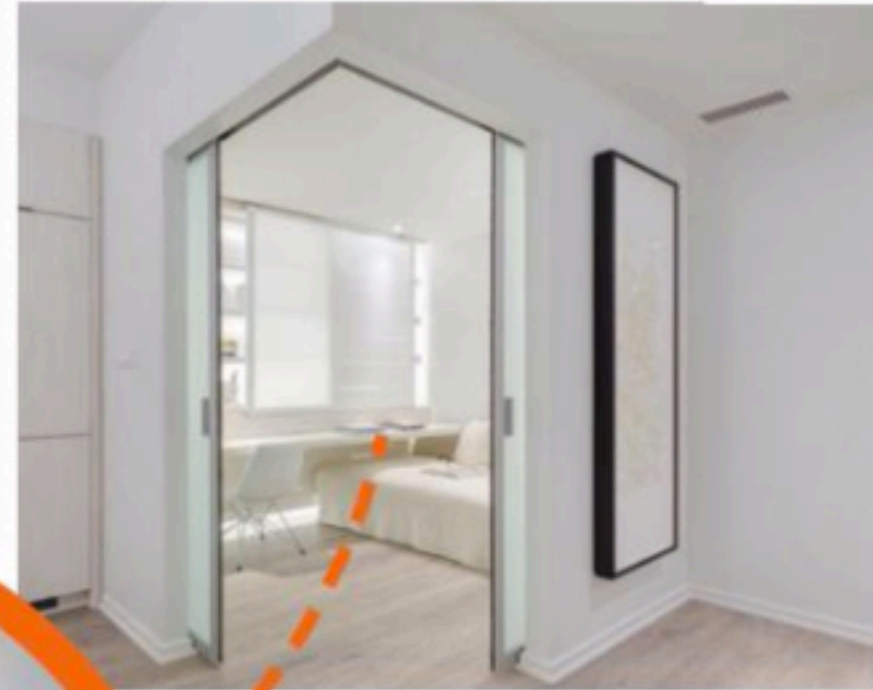
"The interior design for Verve draws inspiration from East Village and its emerging potential as Calgary's progressive, urban epicentre, steeped in the city's industrial past while connected to the local, renewed, natural landscape," Simone says. >>



Anna Simone



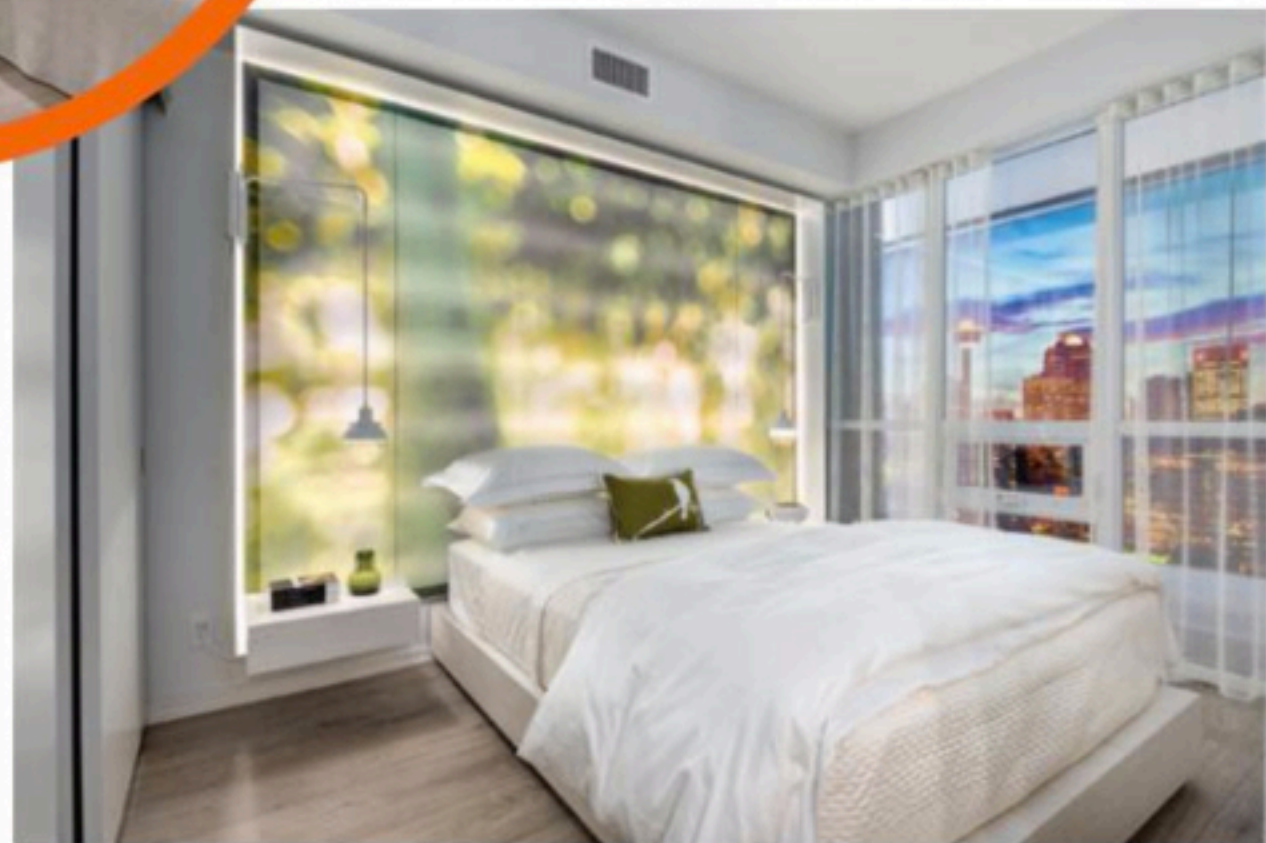
The gleaming modernity of East Village's urban lifestyle is imaginatively reflected in Verve's sophisticated show suite. "The most distinctive component of the interior design in the model suite for Verve is the custom, backlit wall of millwork, spanning the full length of the open-concept space, interrupted only by the kitchen in the centre," Simone says. This custom design was built exclusively for the show suite only.



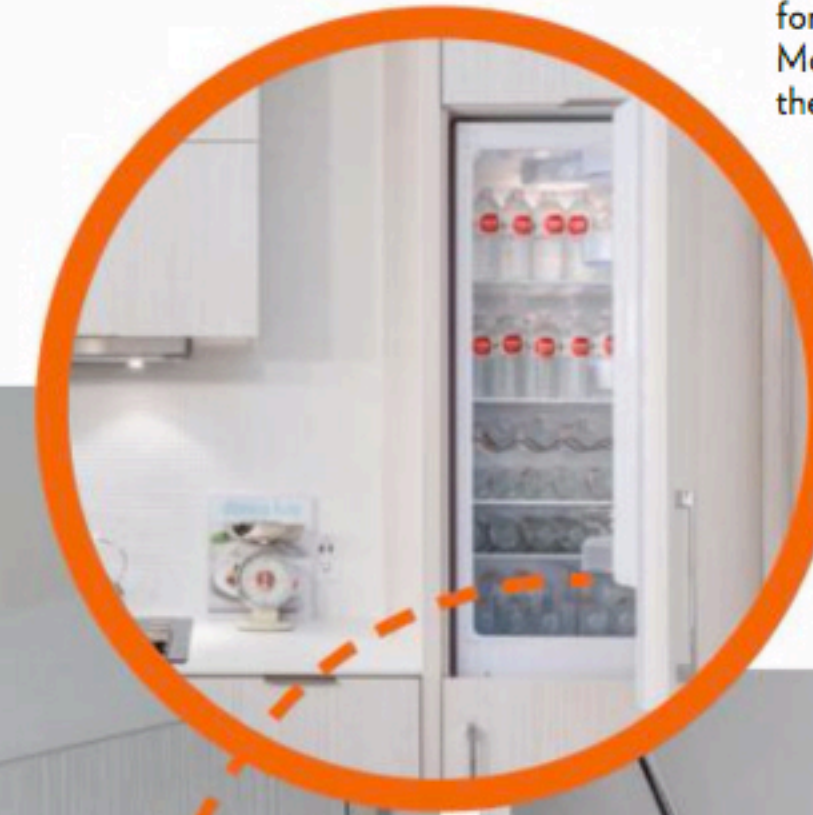
This exclusive custom-made cabinet "furnishes copious storage, concealing clutter behind panels of etched-glass and slotted engineered-wood, suffused with light," she adds. "Stored objects are hidden or barely visible, their silhouettes forming an engaging composition of shapes and shadows."



Verve's two-bedroom plus two-bath suites are particularly attractive with oversized balconies offering expansive views of the river, and the nine-foot high ceilings in the living spaces gives it an airy freedom.



The kitchen cabinetry in particular is functionally stylish allowing for plenty of storage options. "The kitchens are contemporary, with European-style, Cecconi Simone-designed custom cabinetry and island encompassing storage, display, preparation and dining areas," Simone says.



The custom finish Blomberg fridge allows for the seamless glam of Verve's suites. Mosaic (white gloss) backsplash adds to the clean, minimalist look.



The bathrooms feature contemporary, custom, Cecconi Simone-designed sink, vanity and storage tower. The custom-designed Corian sink divides the countertop into wet, semi-wet and dry areas. The drain is concealed behind a removable, Corian cover.



The tall, rectangular sink with polished taps speak to the modern sensibility of Verve. But there is also plenty of cabinet space for towels and sundries in this room. The bathtub includes a rain-head shower.



The soft-close drawers are an essential part of modern living that Verve espouses. Studio, one- and two-bedroom suites, sub-penthouse and penthouse are all still available and range in size from 610 to 1,230 square-feet. Prices start from the \$300,000s. visit www.thenewcalgary.com for more info. **CL**

European engineered laminate floors in satin finish bring a clean sophistication to the room, while Euro-style cabinetry, and Glacier White Dupont-Corian countertops heighten the sense of Verve's "looks good, feels good" vibe. Kitchen stools from Kristalia-BCN are a nice touch.