

## **NEW TOWER SUITE CONDO MODEL INSTALLED AT BENVENUTO GROUP'S LE PETERSON IN MONTRÉAL**

MONTRÉAL, PQ, October 29/12... A striking single-storey condominium model Tower Suite, fully-appointed and furnished by interior designer Bryon Patton and Associates, has just been installed in Le Peterson Presentation Centre, located in the city's entertainment district, Quartier des Spectacles.

The new model...the 850 square-foot, two-bedroom, two-bathroom Lumière represents the designs available in the current release of this well-located condo.

"We are delighted with how enthusiastically consumers have embraced Le Peterson," said native Montréaler Mitchell Abrahams, President of The Benvenuto Group, developer of the project.

"Initially we were showing our lofts but since most of them are now sold, we believed it was important for visitors to walk through an example of the Tower Suites in the current release. The model transformation took a month, and we are overjoyed with the result. Bryon Patton and his team have done an exceptional job. Visitors are wowed by the fact that the fantastic features in the model are all standard, even the appliances. This condo offers remarkable value."

"The new model is an exciting step in the merchandising and marketing of Le Peterson," added Abrahams' project partner Mitchell Moss. "Since we began launching condominiums in Montréal last fall, we have raised the bar for model suite quality and design in this city, and the new one at Le Peterson is an absolute show-stopper."

Patton and his team, Ruth Lynch and Sean Swayze approached the model with a diverse audience in mind. "Montréalers are sensitive to the latest trends in fashion and design. We cranked up the sophistication level to appeal to the sense of flair that permeates this city. Purchasers are urban sophisticates who want to live in the midst of fine restaurants, culture and shopping."

Model furnishings range from ultra-modern to traditional with an eclecticism that Patton said achieves comfortable minimalism. An example is the dining area, where the sleek glass-topped table is surrounded by upholstered wooden dining chairs. "In addition to adding visual interest, the chairs suggest that existing furniture pieces could be moved to the new space. The fresh white walls and sheers in the main area are anchored by the hard-wearing eco-laminate flooring in a grey driftwood stain tone that is carried through the bedrooms," Patton said.

A bold abstract on the sofa wall is crafted from individual clear Lucite squares in a stick pattern that have been hung in a grid pattern. "This piece from Montréal is an interesting alternative to a picture and adds a touch of bling," Patton added. Among the highlights in the kitchen are the black-and-white backsplash in a 1-inch mosaic tile checkerboard design and an exceptional amount of counter space.

The master bedroom is warmed by the black leather Barcelona-style headboard with a platform base, and three wall-hung storage cabinets above each other to create one sleek dresser. The ensuite's flooring is large-scaled 12" x 24" charcoal grey porcelain tiles, and a feature wall has a vinyl covering with graphite sparkle that Patton said provides a sense of glamour.

He explains that in the second bedroom, a wall mural of a water scene in vivid colour adds character and drama. "The reference to a rural landscape in an urban setting is fun. The prints on the bedspread and pillow cases resemble waves for a calming effect. As designers, we realize that attention to detail is very important."

At Le Peterson, the recent release of Skyline Tower Suites begins in price from \$214,900. Approximately 100 of the total 250 suites range from \$200,000 to \$350,000. Layouts are available from 480 to 1,500 square feet. Amenities include a two-storey lobby with 24-hour concierge service, a lounge, party room, three-storey climbing wall, a fitness centre, and an outdoor lounge with barbecues. The avant-garde exterior of the 31-storey building designed by Bruno St. Jean of DCYSA, features asymmetrical curves and angles. Each suite has a balcony with unobstructed south or east views.

The Presentation Centre is located at 405 rue de la Concorde, between Sherbrooke and President-Kennedy, west of Bleury. Hours are Monday to Thursday from 1 to 7 p.m.; weekends 12 to 5 p.m.; Friday closed. Call 514-904-8686 or visit [www.lepeterson.com](http://www.lepeterson.com) .

