

ECONOMIES of SCALE

INK's scaled down condos make up for size in the grand, urban lifestyle it offers

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MODERN URBAN LIVING IN CALGARY

Downsizing should be the last thing on the mind of a 30-something-year-old, but that's exactly what Kristen Henderson is doing as she moves from her suburban condo to her INK two-bedroom micro-suite in East Village.

"I have a 1,000-square-foot condo in Edgemont and I just bought a 600-plus-square-foot suite in INK, so yes, I am downsizing," she laughs. She doesn't think she's losing all that much in space at all with the utter functionality and style that she's getting at Battistella Developments' latest mid-rise. But it's the kind of lifestyle living here offers that she is really looking forward to.

EAST VILLAGE IS FAST BECOMING THE CITY'S PREMIERE ENTERTAINMENT, CULTURAL AND RESIDENTIAL DISTRICT THAT IT WAS ALWAYS PROMISED TO BE.

"I wanted to live nearer downtown and East Village is a terrific up-and-coming neighbourhood. You can already feel the youthful energy in it, and there's more coming down the road and I can't wait to live here," Kristen says.

Her enthusiasm is understandable. East Village is fast becoming the city's premiere entertainment, cultural and residential district that it was always promised to be. The new National Music Centre just opened its doors on Canada Day, and the historic Simmons building is already home to Charbar restaurant, Phil & Sebastian's coffee house, and the popular Sidewalk Citizen Bakery.

Construction has already started for RioCan's 5th and Third retail establishment that will bring a Loblaws grocery and Shopper's Drug Mart into the neighbourhood, and the new Central Library, almost next door to INK, is also something Kristen is excited

for. "And most of these are opening in 2018, which is just in time for when I move in to my INK condo."

East Village certainly didn't look like this bright, cosmopolitan district when she first saw it in 2005. She tells *Condo Living* that she went to a party at Orange Lofts then — incidentally, also a Battistella Development project, and the first new condo to go up here. "East Village certainly looked very different then, I'm not sure if I would have chosen to live here at that time."

But East Village's transformation has been a complete 180-degree turnaround, and just show's Battistella Developments' acumen for picking the best location for their condos. "Orange Lofts was very forward-thinking back in the day, and INK is similarly as cutting-edge, and our condos here are unparalleled in style, price and quality, and the lifestyle fits not just the young but anyone who has an appreciation for artistic innovation," says

Battistella Development's Chris Pollen.

Indeed, INK offers a lot more than what other micro-suite developments. "I have my own parking stall, which is important to me," Kristen says. "I need a car to get around, I work full-time as an accountant in the north-east, INK's location also works well for me because of its accessibility."

She says she also chose a two-bedroom unit, because it's a better re-sale investment and it also gives her the option to take in a roommate that can help with the mortgage. "We're close to the Bow Valley College, and I can take in a student roommate, if I wanted," she says.

The lock-and-leave lifestyle also fits her perfectly. "I love to travel and go to the mountains on my days-off," says Kristen, who is also an avid rugby fan (and former player) and has been to Australia, New Zealand and Europe to attend international rugby matches. "I really only need a small condo for my lifestyle, basically, just a crash-pad."

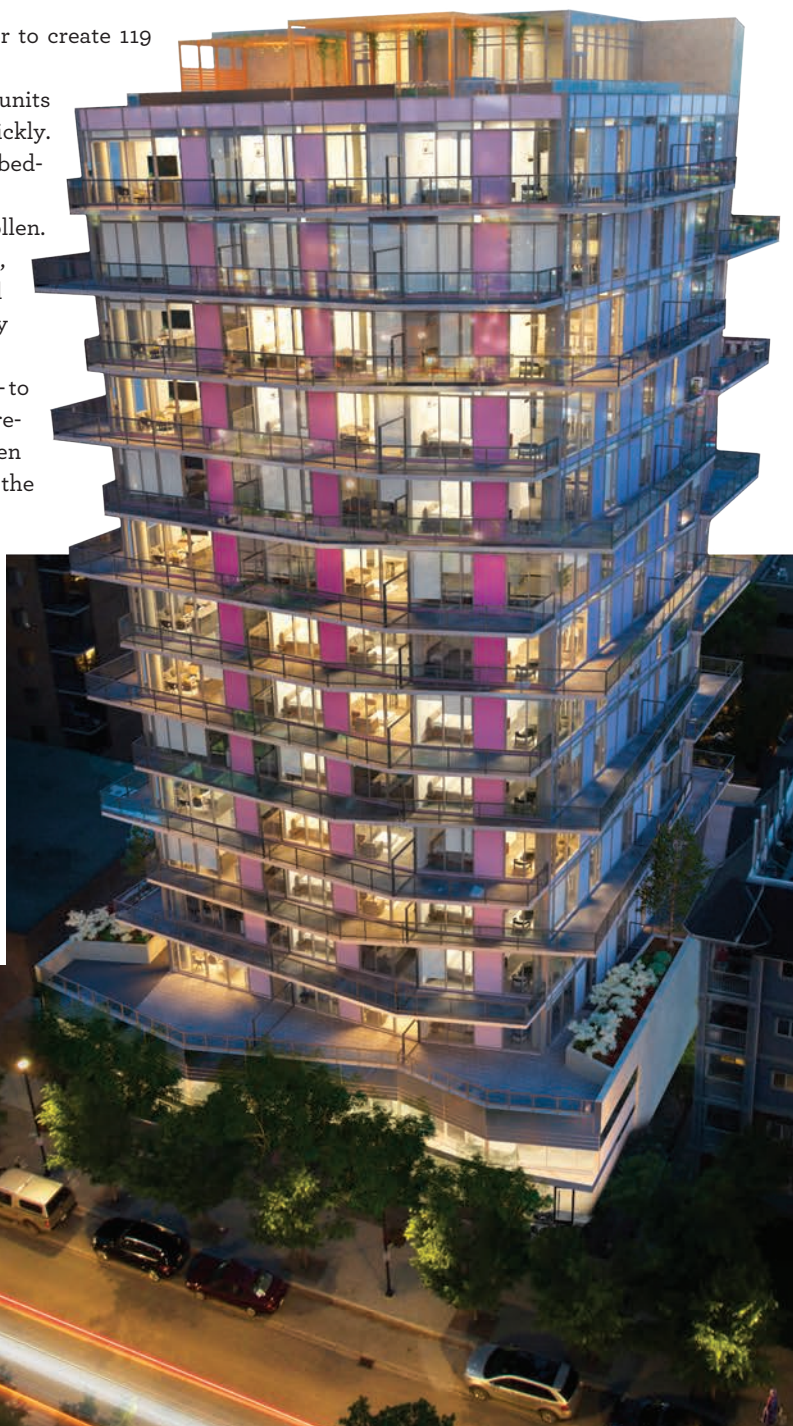
But what a crash pad!

INK combines smart floor plans and a striking exterior to create 119 comfortable and efficient city homes.

Rising 14 storeys above 8th Avenue S.E., INK had studio units that started from 368 square-feet but those sold out quite quickly. Now, their available units start at 444 square-feet for a one-bedroom suite.

"We don't shy away from offering micro-suites," says Pollen. "The minimalist lifestyle we offer may not be for everyone, but we wanted a condo that captures the vibrant millennial lifestyle that focuses more on having the ability to thoroughly enjoy a downtown lifestyle affordably."

INK offers nine floor plans from one-bedroom units to 501- to 519-square-foot one-bedroom plus den and 568- to 689-square-foot two bedroom corner homes, which is their largest. Kristen bought a 651-square-foot suite with picturesque views of the river and Fort Calgary. >>



Kristen Henderson



INK'S INTERIORS MERGE SMART, FUNCTIONAL LAYOUTS WITH STYLISH MATERIALS AND FEATURES, COMPLEMENTED BY NINE-AND-A-HALF-FEET TALL CEILINGS WITH MATCHING WINDOW WALLS.

Prices range from \$224,500 to \$419,000, plus GST. INK seems to be off to a rocking start selling 50 per cent of the development, with construction slated to begin by fall this year. The sales centre located on the main floor of Orange Lofts perfectly shows the kind of lifestyle awaiting residents. The studio apartment show suite expertly displays the commitment to making small spaces work in a cohesive, practical manner. INK's interiors merge smart, functional layouts with stylish materials and features, complemented by nine-and-a-half-

feet tall ceilings with matching window walls. "The loft-like overheight ceiling provide an open, airy atmosphere to reveal exposed pipe and venting, which with Battistella's signature polished concrete floors give suites that singular modern, industrial look," Pollen says.

Kitchens have a full array of stainless steel appliances and a choice between two modern wood grain cabinetry options. Bathrooms are just as sleek, with custom floating cabinetry and smart storage solutions.

INK's exterior is just as unique with a visionary design by S2, which combines concrete construction with a soaring glass-and-steel facade, creating a modern architectural landmark for East Village.

There are several in-house amenities that add to the ease-of-living promise, including a spacious rooftop patio with fireplaces and plenty of room for entertaining. "It's a private spot where you can enjoy the company of friends and neighbours with the glittering downtown skyline as a backdrop," Pollen says.

FAST FACTS

- COMMUNITY:** East Village
- PROJECT:** INK
- DEVELOPER:** Battistella Developments
- STYLE:** Apartment style condos
- SIZE:** Available floor plans start from 444 sq. ft.
- PRICE:** From \$224,500 plus GST
- SALES CENTRE:** Unit 108 – 535 8th Ave S.E.
- HOURS:** Monday to Thursday 11 a.m. to 6 p.m., weekends 11 a.m. to 5 p.m., closed Fridays
- WEBSITE:** www.inkcondoeastvillage.ca

INK also has a Repair Room where residents can tackle their DIY projects. Tune up your bike, fix your skateboard, adjust your skis or do small household repairs in a shared space equipped with all the tools you need. There's also a pet wash station and easy in-and-out secure bike storage rooms.

"INK enables homeowners the ability to thoroughly enjoy their downtown life," he adds. **CL**

