



ELEKTRA



# ELEKTRA


/IH-LEK-TRUH/

01—  
THE ELECTRIFIED ENERGY  
THAT FLOWS FROM DUNDAS  
SQUARE, ENLIVENING THE  
SPIRIT OF THE CITY.

02—  
POPULAR CHARACTER FROM  
GREEK MYTHOLOGY—  
KNOWN FOR BEING ALLURING,  
DYNAMIC AND POWERFUL.

ELEKTRA





A BRILLIANT ADDITION TO THE TORONTO SKYLINE, ELEKTRA IS RIGHT AT HOME IN THE PROLIFIC DOWNTOWN CORE NEIGHBOURHOOD. PRESERVING THE HERITAGE BUILDING AT ITS BASE, THE VIBRANT TOWER BLENDS THE TRADITIONAL WITH THE CONTEMPORARY—HONOURING AND ELEVATING THE DYNAMIC OF THE EAST CORE.



# WELCOME TO ELEKTRA.

ELEKTRA

LIVE ELECTRIC



IT'S TIME TO LIVE LIFE UNSCRIPTED,  
CONNECTED TO EVERYTHING THAT  
MAKES TORONTO EXCITING, VIVID  
AND UNIQUE. TORONTO BEGINS HERE,  
PROVIDING A TRULY EXCEPTIONAL  
LIFESTYLE FOR THE TASTEMAKERS,  
FOR THE INFLUENCERS, FOR THE  
TRENDSETTERS.

FOR YOU.

# LIVE ELECTRIC,

IN THE  
HEARTBEAT  
OF TORONTO

ELEKTRA

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# YOUR NEW PLAY— GROUND

## ALL FOODIES REJOICE

1. AdegA
2. Barberian's Steak House
3. Egg Club
4. Firkin on Yonge
5. Fran's Restaurant
6. Gyubee
7. Hy's Steakhouse
8. Kinka Izakaya Original
9. Loblaws at Maple Leaf Gardens
10. Mercato
11. Momofuku Noodle Bar
12. Moon Palace
13. Planta
14. Page One Coffee + Bar
15. Red Lobster
16. Reds Wine Tavern
17. Richmond Station
18. Saks Food Hall by Pusateri's
19. The Chase Fish & Oysters
20. The Market by Longo's
21. Terroni
22. The Keg
23. Uncle Tetsu's Japanese Cheesecake
24. World Food Market

## THE SHOPPING MECCA

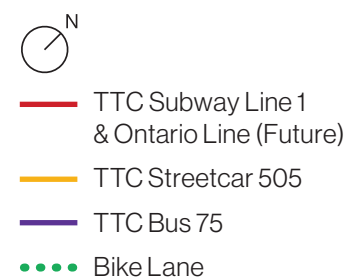
25. Apple
26. Hudson's Bay Company
27. Indigo
28. Saks Fifth Avenue
29. Nordstrom
30. Sport Chek
31. Uniqlo
32. Harry Rosen
33. Kleinfeld
34. Samsung Experience Store

## YOUR ENTERTAINMENT DESTINATION

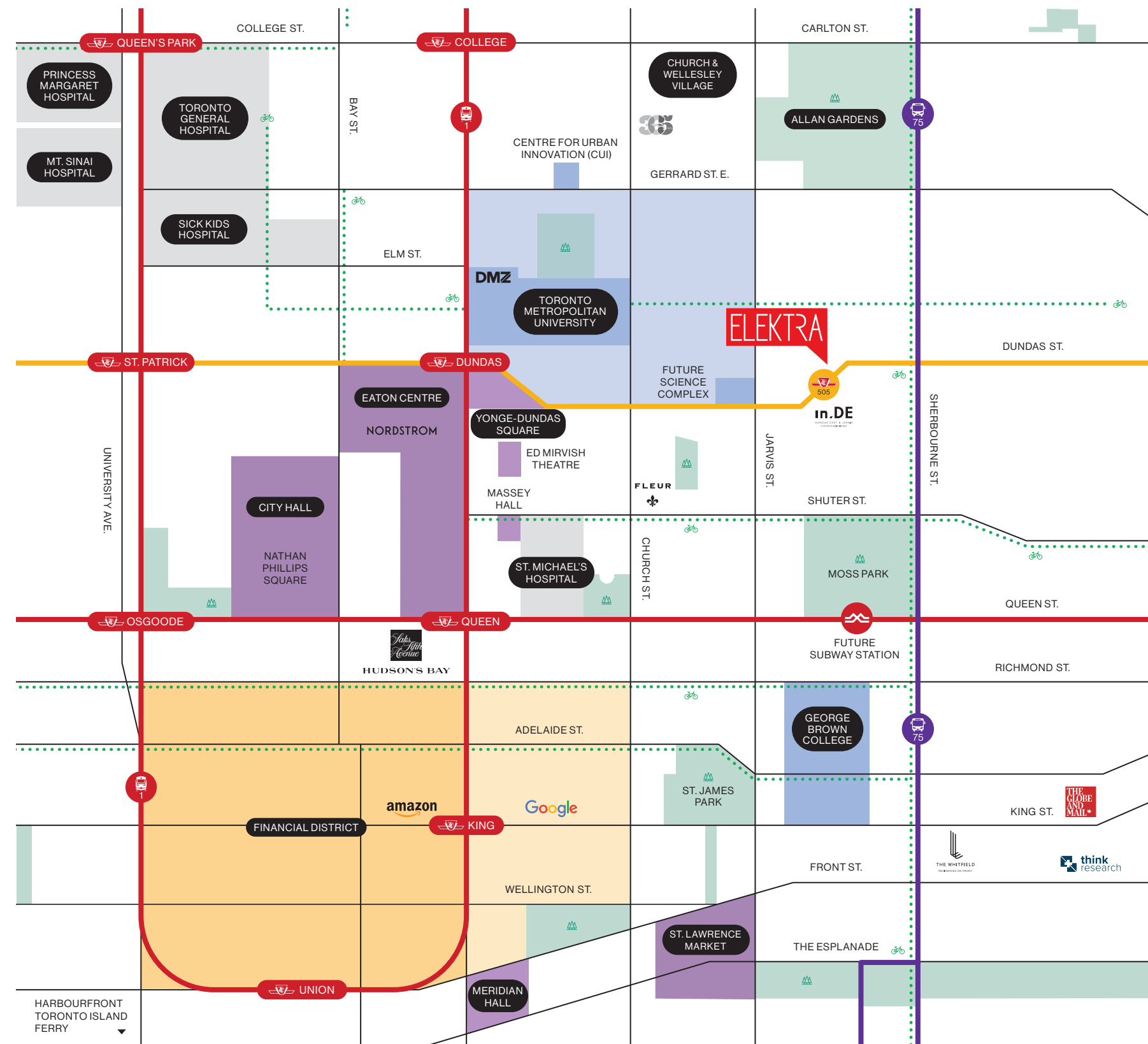
35. Cineplex VIP Cinemas
36. Ed Mirvish Theatre
37. The Elgin & Winter Garden Theatre Centre
38. Four Seasons Centre for the Performing Arts
39. Massey Hall
40. Elmwood Spa

## YOUR ENTERTAINMENT DESTINATION (CONT'D)

41. Yonge-Dundas Square
42. Little Canada
43. Nathan Phillips Square



EXPERIENCE AN EVER-CHANGING MENU OF UNBEATABLE SHOPPING, MIND-BLOWING CUISINE, EXTRAORDINARY ENTERTAINMENT, AND SO MUCH MORE.





# GO ANY— WHERE. GO EVERY —WHERE.

NEVER SWEAT THE DETAILS OF HOW TO  
GET AROUND. BY TRANSIT OR ON FOOT,  
BY CAR OR BIKE, IT'S ALL UP TO YOU AND  
ALWAYS EFFORTLESS. THE CITY IS YOURS.

WALKABILITY  
SCORE —

95%

TRANSIT  
SCORE —

100%

BIKE  
SCORE —

99%

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# VISION OF ELEKTRA

RISING AT THE BEND OF DUNDAS STREET, ELEKTRA HAS A UNIQUE FOOTPRINT SEPARATE FROM THE COMMON RECTILINEAR TORONTO GRID. THE EXTERIOR FAÇADE PRESERVES THE FLATIRON'S FASCINATING HISTORIC ATTRIBUTES WHILE OFFERING EXEMPLARY MODERN FEATURES.

ELEKTRA



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INNOVATION  
DISTRICT

ELEKTRA



# THE ELEKTRA

THE UNIQUE AMENITIES OF ELEKTRA HAVE BEEN DESIGNED TO EMBODY AND REPRESENT THE PULSATING ENERGY OF THIS COMMUNITY. LIVING AT ELEKTRA MEANS ENJOYING THE BEST OF TORONTO AT YOUR DOORSTEP AND WITHIN THE COMFORT OF YOUR OWN HOME.



# LIFESTYLE

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INNOVATION  
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INNOVATION  
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ELEKTRA





01

02



04

05

06



07



08

09

With deep roots in the city, the company was established nearly 70 years ago by Murray Menkes, an entrepreneur and visionary, who initially wanted his business to be focused on building single-family homes that delivered outstanding quality and lasting value.

Over the years, Menkes grew to what it is today — a fully integrated real estate company focused on the development, construction, ownership, leasing and management of residential, office, industrial and retail properties throughout the Greater Toronto Area. It is critical to the company's philosophy to be “hands-on” developers & operators with a strong local presence. This allows Menkes to respond to market demands and opportunities in a prompt, effective and knowledgeable manner.

- 01 — THE FOUR SEASONS PRIVATE RESIDENCES
- 02 — WATERFRONT INNOVATION CENTRE
- 03 — ONE YORK
- 04 — PEARS ON THE AVENUE
- 05 — IN.DE
- 06 — HARBOUR PLAZA
- 07 — THE WHITFIELD
- 08 — 320 BAY STREET
- 09 — FLEUR



To date, Menkes has developed over seven million square feet of commercial office space, fifteen million square feet of industrial space, completed over forty thousand condominium units, and over ten thousand single-family homes across the Greater Toronto Area.

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