



fread
HOTEL & RESIDENCES



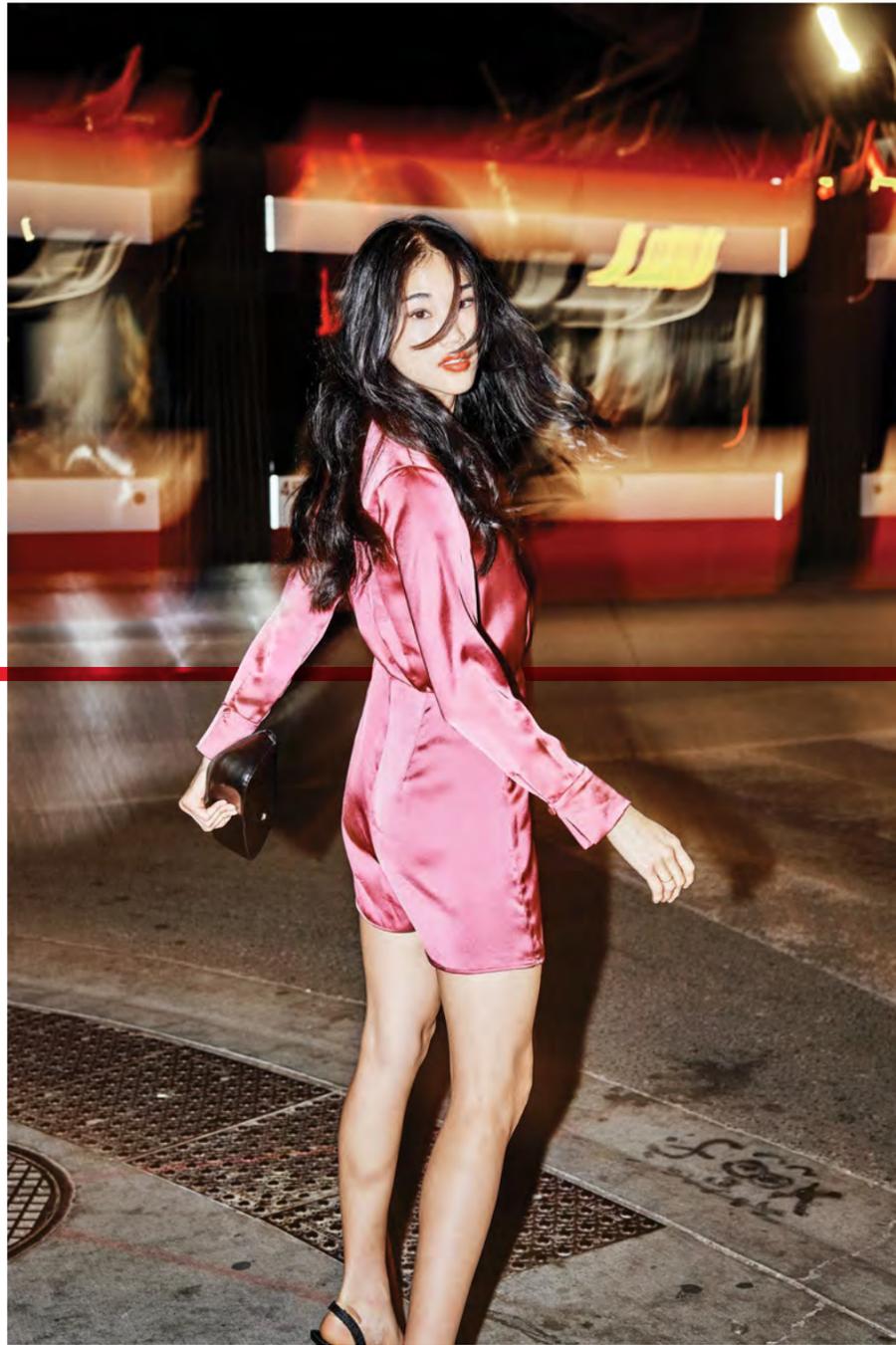
LUXURY CONDOMINIUM LIVING

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WE MOVE ABOUT
LIKE ELECTRICITY
ALONG THESE STREETS
PLUGGED INTO THE BODY
OF THE METROPOLIS.



THE VISIONARY

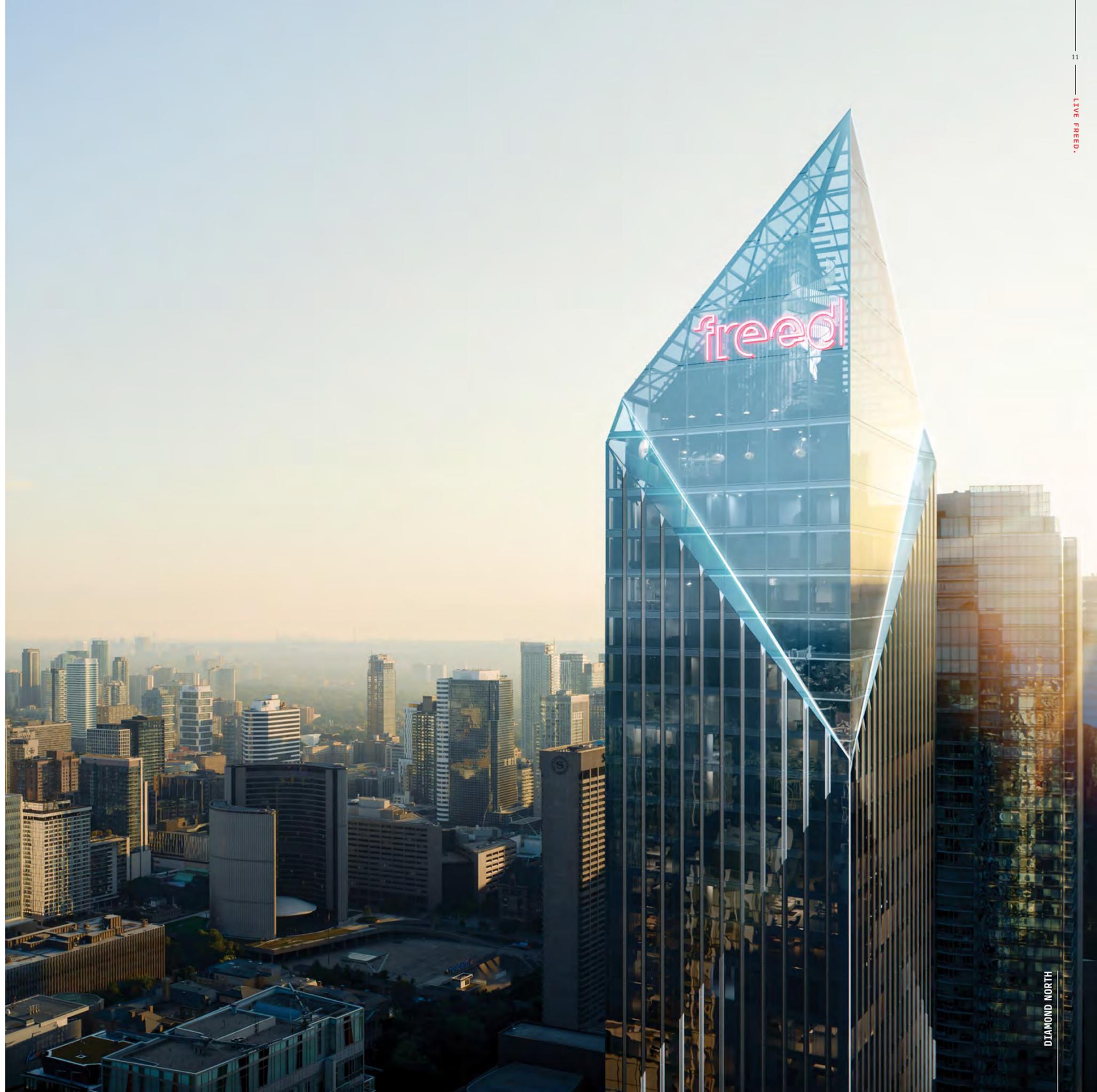
"Freed Hotel & Residences is a flagship project resulting from over thirty years of developing and extracting the best of what Toronto has to offer. We have taken our expansive skills in development, design and lifestyle, driven by experience with projects in the city and with Freed Resorts, and weaved these fundamental elements into an unrivalled way to live in the best city in the world, Toronto."



**PETER
FREED**

Founder & CEO
Freed Developments

"My dream as a developer has been to shape tomorrow's Toronto with every project. I can't imagine anything matching Freed Hotel & Residences' quality and influence on the Toronto skyline for decades to come."



AN
INTRODUCTION



HOTEL + RESI- DENCES



freedom

From the art to the sky restaurant's amazing views, there will be beauty around every corner.



At Adelaide & Duncan, anchored in the epicentre of downtown culture and cuisine. This is where districts interconnect, and opportunity awaits. A pinnacle address that redefines hotel residential living, crowned by a sky restaurant, luxury services, and an unprecedented tower with art by Takashi Murakami.

THIS IS
TORONTO'S
CORE.

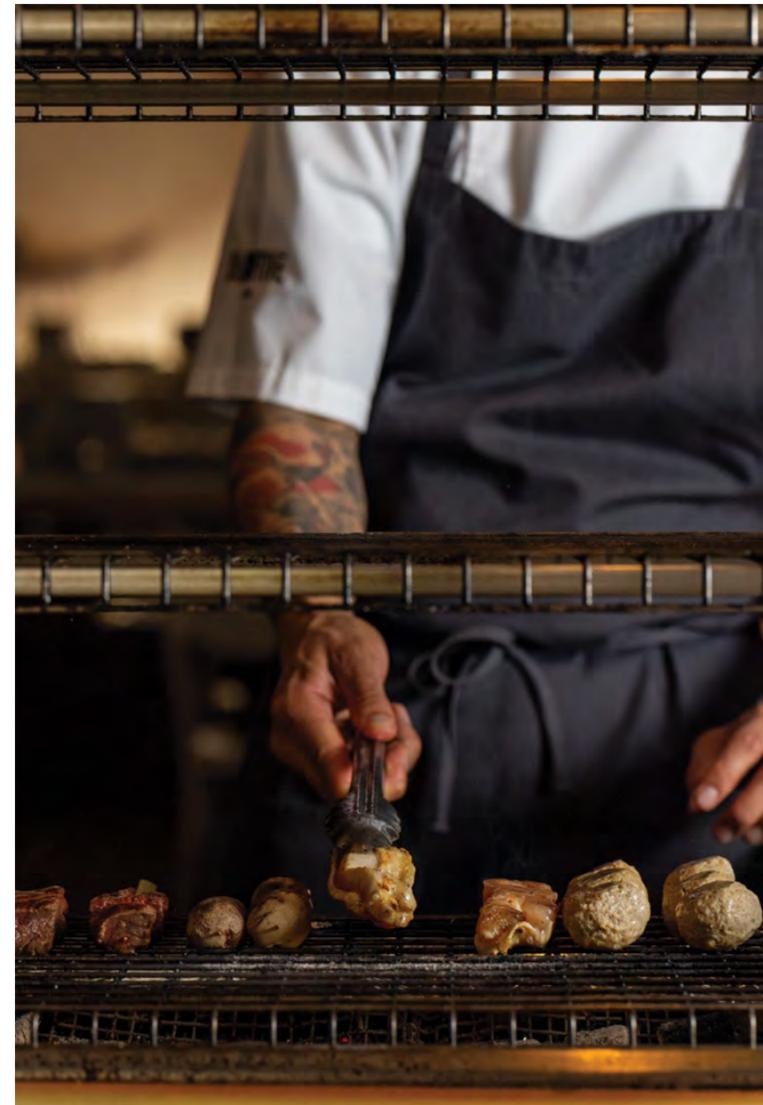




THE
NEIGHBOURHOOD



AT THE EPI-CENTRE.



Freed Hotel & Residences stands at the convergence of the Financial & Entertainment Districts in the heart of downtown Toronto. The finest things the city has to offer are steps from the front door — incredible dining, world-class shopping, museums, galleries, music, theatre, live sports, and more — day and night, the electric pulse of the metropolis beats right outside.



NIGHT. LIFE.

A DOWNTOWN RESIDENCE MEANS ENTERTAINMENT IS ALWAYS CLOSE.

See a show on King Street. Go to TIFF. Catch a Jays game at Rogers Centre. Watch the Leafs or Raptors battle at Scotiabank Arena. And be home just after the final whistle or curtain drop.



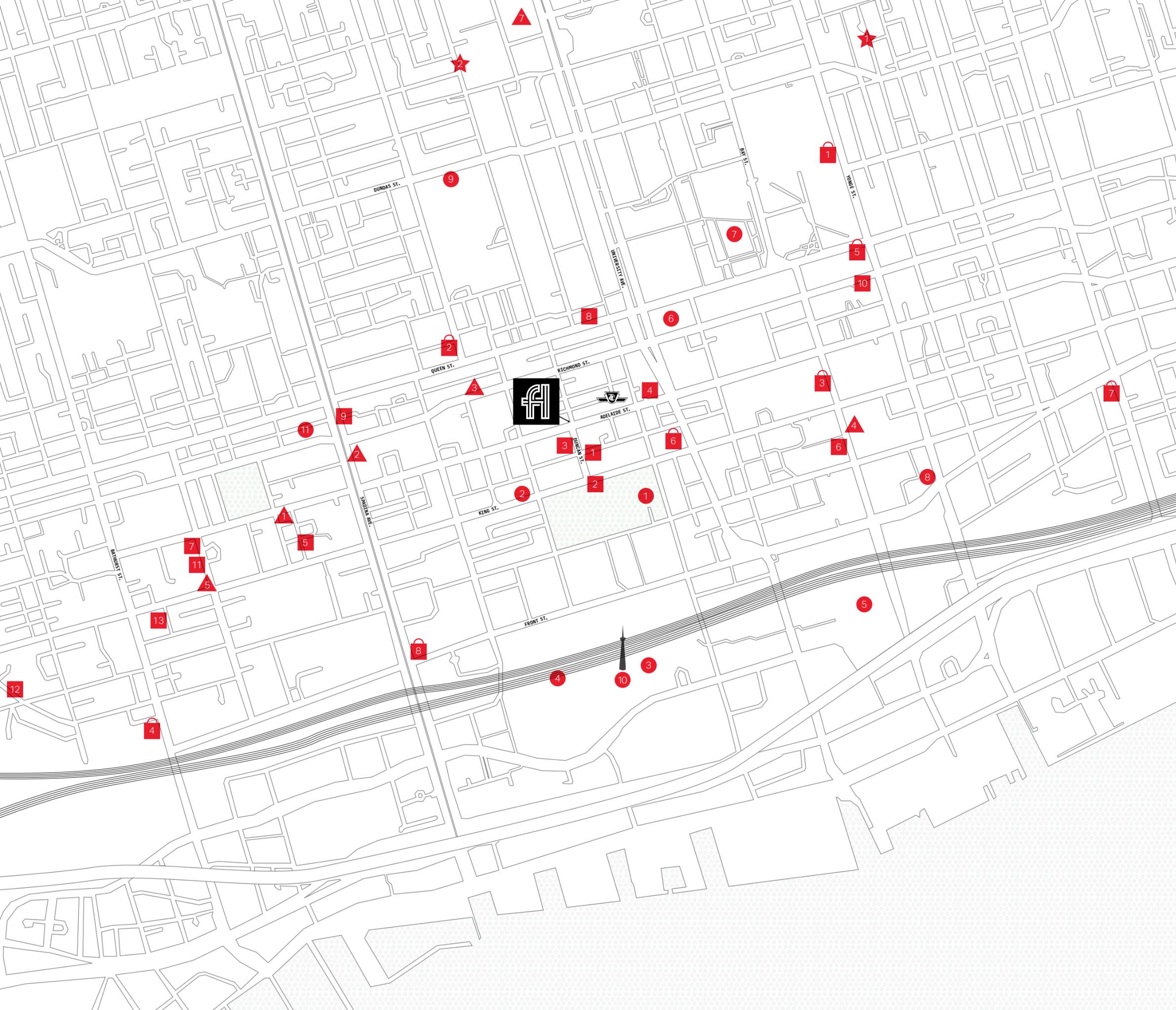
ST ANDREW

1 PATH



Accessible entrance located at the southeast corner of King St and University Ave





RESTAURANTS, BARS + CAFES

1. Byblos Downtown
2. Minami Toronto
3. PAI
4. Soho House Toronto
5. Jacobs & Co. Steakhouse
6. Canoe
7. Vela
8. Planta Queen
9. Alo
10. Richmond Station
11. Buca Osteria & Enoteca
12. Edulis Restaurant
13. Lavelle

ENTERTAINMENT, ARTS + CULTURE

1. Roy Thomson Hall
2. TIFF Bell Lightbox
3. Ripley's Aquarium of Canada
4. Rogers Centre
5. Scotiabank Arena
6. Four Seasons Centre for the Performing Arts
7. Nathan Phillips Square
8. Hockey Hall of Fame
9. Art Gallery of Ontario
10. CN Tower
11. Graffiti Alley

HEALTH + WELLNESS

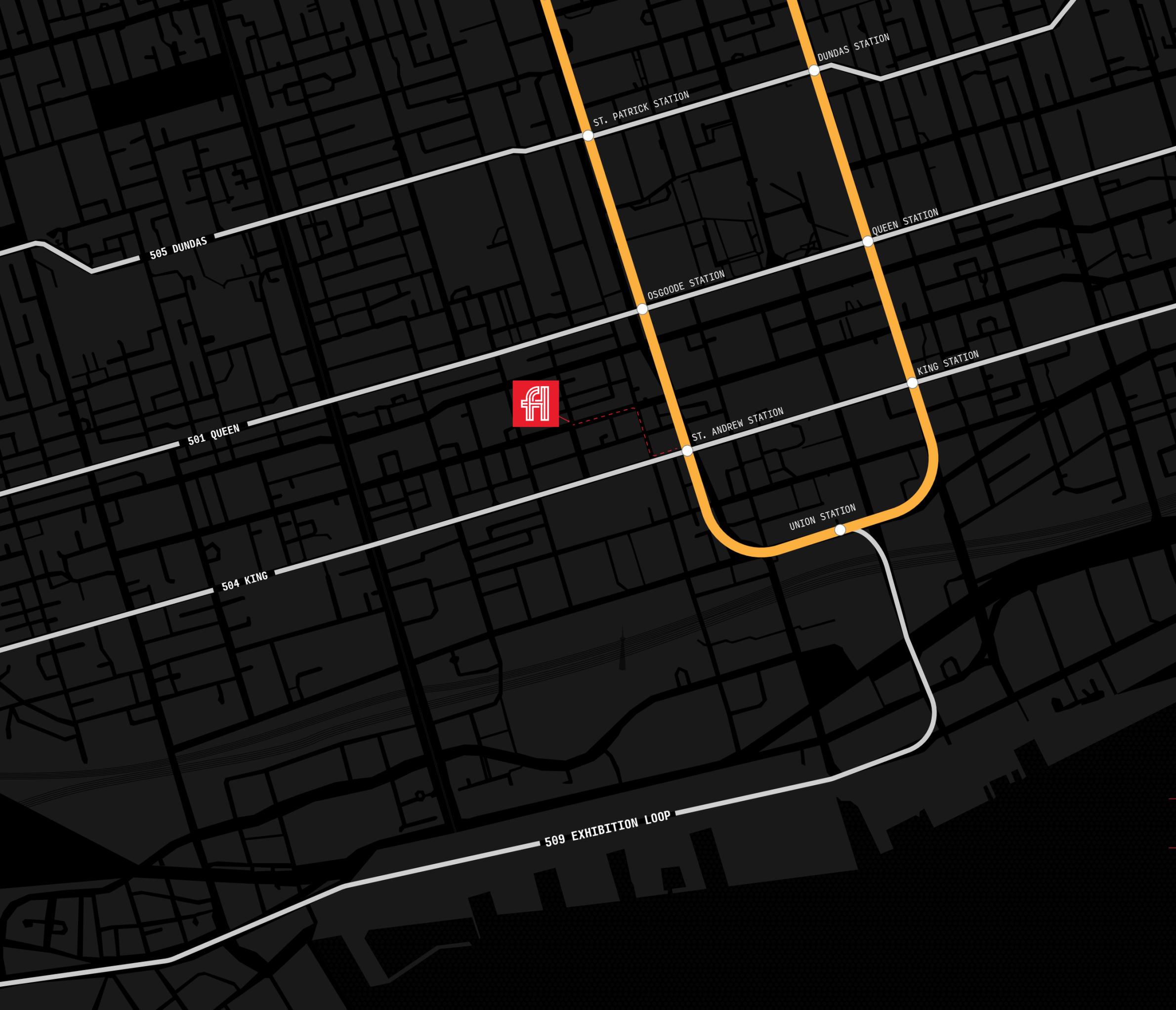
1. Othership
2. SPINCO
3. Barry's Richmond
4. Equinox Bay Street
5. Hammam Spa by Céla King West
6. St. Michael's Hospital
7. Mount Sinai Hospital

SHOPPING

1. CF Toronto Eaton Centre
2. MEC Toronto
3. Harry Rosen
4. STACKT Market
5. Saks Fifth Avenue
6. The PATH
7. St. Lawrence Market
8. The Well

SCHOOLS

1. Toronto Metropolitan University
2. University of Toronto



UNMATCHED CONNECTIVITY.

- WALK SCORE **100** where everyday life does not require a car
- TRANSIT SCORE **100** connected to the best transit in the city
- BIKE SCORE **99** a perfect home base to ride across Toronto in all directions

TRANSIT CONNECTIONS

WALK TO SUBWAY		
ST. ANDREW STATION		0.3 km
WALK TO STREETCAR		
504 KING		0.2 km
501 QUEEN		0.2 km



THE PULSE OF THE CITY.

THE
SCULPTURE



ART- ISTRY



FREED HOTEL & RESIDENCES WILL BE THE FIRST TORONTO LOCATION TO INCLUDE WORK FROM MURAKAMI, CREATING A DESTINATION FOR ART ENTHUSIASTS AND THOSE WANTING TO SEE A PIECE OF FUTURE POP CULTURE HISTORY.

PHOTO: GUILLAUME ZICCARELLI

Born in Tokyo in 1962, Murakami graduated from Tokyo University of the Arts in 1993. In 2000, he proposed "Superflat," a concept/theory of contemporary visual culture that connects traditional Japanese art with the flatness of anime and manga while also referring to the state of Japanese society. In 2005, Little Boy, the exhibition he curated at the Japan Society, New York, was awarded the Best Thematic Show by AICA-USA.

His recent solo exhibitions include Stepping on the Tail of a Rainbow, The Broad, Los Angeles (2022); Perrotin Dubai (2022); MurakamiZombie, Busan Museum of Art, Busan (2023); Unfamiliar People – Swelling of Monsterized Human Ego, Asian Art Museum, San Francisco (2023-24); Still Lifes with Flowers, Perrotin, Shanghai (2023) and Mononoke Kyoto, Kyoto City KYOCERA Museum, Kyoto (2024).



FREED HOTEL & RESIDENCES

FEATURING ART BY TAKASHI MURAKAMI

TOGETHER WITH THE FLOWER
PARENT AND CHILD, 2021-2022

©2021-2022 Takashi Murakami/Kaikai Kiki Co., Ltd. All Rights Reserved. Courtesy Perrotin

FROM THE ARTIST

"...it's a sculpture decorated with 'flower' motifs where a family could communicate with one another to find out how these motifs relate to each other. In short, when I created this sculpture, I had to write a scenario to imagine if those 'communication' between a parent and a child would work out or not when going 360 degrees around this sculpture."



PHOTO: GUILLAUME ZICARELLI

TAKASHI MURAKAMI

Artist

"Art is a central focus for me with every new condominium project. I fall in love with the way a piece can define a streetscape or give a new layer of intrigue to an outdoor space. The chase of finding the perfect artist and the perfect installation is a hobby that I will never get bored of."

-PETER FREED





CELEBRATING
TORONTO

THE
PROJECT



LUXURY IN THE SKY

FREED HOTEL & RESIDENCES PIERCES THE SKYLINE, REFLECTING THE ENERGY OF THE SURROUNDING CITY. A MODERN OFFERING AWAITS INSIDE, WORTHY OF A TRUE GLOBAL CITY.

63 storeys

414 luxurious suites

From 270 sq. ft. studios to over 6,000 / 9,000 sq. ft. penthouses

Stunning architectural design and details, inside and out

World-class hotel on lower floors, with select concierge services available to residents

AAA dining, and a dazzling rooftop restaurant atop the city

Superior amenities

Valet parking for hotel suites







CITY STREETSCAPE

©2021-2022 Takashi Murakami/Kaikai Kiki Co., Ltd. All Rights Reserved. Courtesy Perrotin



ADELAIDE
+ DUNCAN

STREETSIDE PERFECTION

A showcase of contemporary art and jaw-dropping design, the lobby of Freed Hotel & Residences welcomes you into an experience of unmatched luxury. Soaring 20' ceilings and expansive windows embrace the electric city outside and invite you to experience the wealth of perfected experiences available within. The beauty and scale of the tower at street level make every entrance a grand one.



AN ARTISTIC ARRIVAL AWAITS WHEN YOU ENTER THE LOBBY AT FREED HOTEL & RESIDENCES, WITH TAKASHI MURAKAMI'S WORK COMPLEMENTING THE STYLISH DOUBLE-HEIGHT SPACE.

ENTRANCE LOBBY

THE
AMENITIES

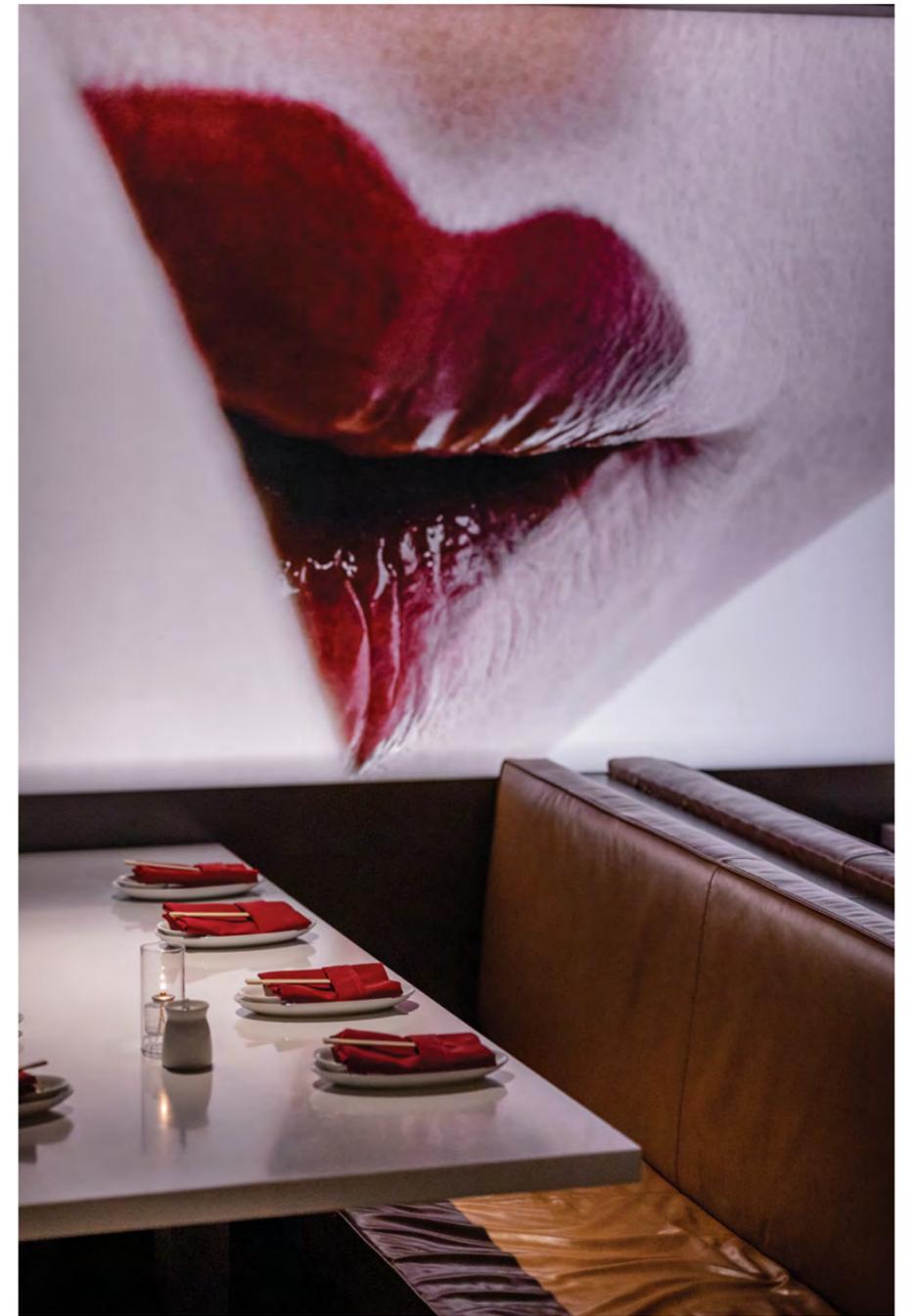


EXPER- IENCE IT ALL.



DINE WITH THE WORLD AT YOUR FEET

A night out can suddenly become a night in. Enjoy rich Japanese flavours that are only an elevator ride away. Katsuya never compromise on quality, with fresh ingredients from local farmers' markets used whenever possible. No matter what time of year, enjoy dining on the best of the season.



勝 **KATSUYA**
Brought to you by **sbe**



INTERNATIONAL FLAVOUR

Step into the second floor restaurant that serves only the freshest and finest food and drinks to the city's freshest and finest residents.

And atop the tower, embrace the views, Toronto's awe-inspiring energy, and top DJs, all while enjoying the meal of a lifetime.





**EXPERIENCE
THE STYLISH
LIFE, DAY
AND NIGHT.
INDULGE
IN THE
TRUSTED
CUISINE
AND NEW
FLAVOURS.
FEEL
THE
ENERGY.
STRIKE
UP A
CONVERSATION
WITH A
FRIEND.
ENJOY THE
FREEDOM OF
LIFE AT FREED
HOTEL
& RESIDENCES.**





To be home at Freed Hotel & Residences is an experience in total care for every facet of your well-being. A staggering inventory of residents' amenities and services are part of your life here, right outside the door of your suite.

EXPERIENCE

ACCESS TO SELECT OFFERINGS WITHIN THE HOTEL:

Private Spaces for Entertaining and Dining

Fitness Club

Private Theatre Room

Hotel Spa

Concierge Services



CARE FOR BODY & MIND IN SPACES OF UNCOMMON BEAUTY.

With world-class fitness facilities, opportunities for continuing fitness routines or establishing a fresh one could not be more straightforward. Having a gym on-site allows residents to choose their priorities. With a variety of spaces and equipment, including cardio, yoga, and weights, the options are here for personal success.



ROOFTOP POOL LOUNGE



AMENITY GYM



ROOFTOP POOL





THE
HOTEL



THE FINEST IN TORONTO HOTELS



A hotel fit for the most discerning traveller occupies the podium floors of Freed Hotel & Residences. Guests are welcomed to impeccable suites with incredible comforts and private kitchenettes, surrounded by luxury features and the kind of attentive service only found in the finest hotels in the world.

With beautifully provocative interior design and blissful indulgences on demand, Freed Hotel & Residences sets a new bar for the finest hotel experience in Toronto.



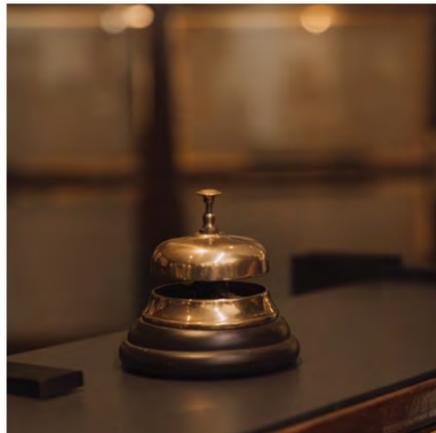
AT FREED HOTEL
& RESIDENCES

FOR WHAT LIFE
HAS TO OFFER

RAISE YOUR
EXPECTATIONS



ELITE LEVELS OF SERVICE



Guests of the hotel at Freed Hotel & Residences enjoy a tantalizing selection of luxurious offerings, including internationally renowned cuisine from 2 restaurants, decadent beauty & wellness regimens at the spa, valet parking and concierge service.



Residents have access to select offerings within hotel services.





FREED HOTEL
+ RESIDENCES

THOMSON
REUTERS

THE
SHANGRI-LA

ST.
REGIS

AMONG DISTINGUISHED COMPANY



Freed Hotel & Residences sits on Hotel Alley amongst contemporaries such as The Ritz-Carlton and The Shangri-La.



**WE MAKE OUR SANCTUARY IN THE
HEART OF THIS ELECTRIC CITY.**

THE
RESIDENCES



EXPAN- SIVE BEAUTY



RESIDENTIAL SUITES

RESIDENTIAL LIVING

The suites of Freed Hotel & Residences are a true masterclass in the marriage of elegant design and meticulous craftsmanship. Every detail has been considered to create a spacious sanctuary of unparalleled beauty and sophistication. Thoughtful layouts crowned with premium finishes create a home perfect for every part of your life — from the grandest celebrations to the quietest moments.

OUTSIDE YOUR WINDOW, FROM THE GROUND TO THE TALLEST BUILDING, WATCH THE LIGHTS, THE MOVEMENT, AND TORONTO'S HEARTBEAT ALL MOVING TOGETHER.

Enjoy your dream kitchen at Freed Hotel & Residences—designed for supreme functionality and exuding a lavish, contemporary sensibility. Quartz countertops, premium appliances and generous counter and cupboard space make this a room where life can happen with ease.



**STEP INTO YOUR
IMPRESSIVE
LIVING ROOM
AND REVEL IN
THE ABUNDANT
NATURAL LIGHT,
ROOM FOR
ENTERTAINING
FAMILY AND
FRIENDS, AND
THE TASTEFULLY
AU COURANT
AESTHETIC.
BEAUTIFULLY
CRAFTED
FINISHES AND
BRILLIANT
DESIGN CREATE
A SENSE OF
REFINEMENT
IN THE NERVE
CENTRE OF YOUR
NEW HOME.**



THE BEDROOM. YOUR OASIS.



Bright, with impeccable proportions and design — at Freed Hotel & Residences the bedroom is a space calculated to envelop you in comfort and security.





PENTHOUSE LIVING

THE PENTHOUSES

TOP OF THE WORLD

An elevator whisks you to your penthouse on the top floors of Freed Hotel & Residences. A grand entrance greets you. Incredible views of the city entice you from every window. These grand homes reveal their luxurious secrets across 1,900-9,000 sq. ft. of living space.

With the finest finishes and architectural details in place, a grand dining room, enviable chef's kitchen with exquisite appliances and elegant rooms crafted to the highest standards — the Penthouses at Freed Hotel & Residences are the peak of living at Toronto's pinnacle address.



FINISHED TO PERFECTION

Everywhere you look, you'll see sophistication and refinement. With an exacting attention to detail, and premium features and finishes from the finest makers in the world, your home at Freed Hotel & Residences is designed to satisfy the most discerning taste.

Interiors by DesignAgency

Floor-to-ceiling windows

Integrated Miele appliances

Approx. 9' smooth finished ceilings

Quartz & marble countertops with coordinated backsplash as per designer selection

Engineered hardwood floors throughout

Smart home systems



WE ARE THE ENERGY THAT POWERS THE CITY.

THE
TEAM

A NEW VISION



freed

FREED DEVELOPMENTS

MASTERS OF LUXURY RESORTS AND RESIDENCES

For over 25 years, Freed has been changing the face of Toronto with its unique brand of experience-based developments. Freed's portfolio includes luxurious modern condominium developments, F&B ventures, resort communities, and commercial spaces. The firm's competitive advantage lies in its vertically and horizontally integrated approach, which aligns developments with an effective construction, marketing, sales, and management strategy to amplify the brand, engage with communities, provide best-in-class service and create investment opportunities.

THE TEAM

A | S ADRIAN SMITH + GORDON GILL
G | G ARCHITECTURE

Adrian Smith + Gordon Gill Architecture is dedicated to the design of high-performance, sustainable architecture on an international scale. The firm approaches each project with an understanding that architecture has the power to influence to aid society, advance modern technology, sustain the environment and inspire those around us to improve our world. We use an integrated design approach that emphasizes a relationship with the natural environment -- a philosophy called global environmental contextualism. This approach takes into consideration building orientation, daylighting, generation of wind power, solar absorption, and a site's geothermal properties and represents a fundamental change in the design process, one in which form follows performance. It's based on the understanding that everything within the built and natural environment is connected, and that a building's design should stem from an understanding of its role within that context -- locally, regionally and globally.

PSR
BROKERAGE

As Toronto's premier luxury boutique full-service real estate brokerage, we aim to fulfill our clients' needs through utmost professionalism, deep integrity, and unparalleled market knowledge. Our ultimate goal is to set a world-class standard in real estate. The team at PSR Brokerage brings years of esteemed experience in Resale and Pre-Construction sales to the table. We deliver results that exceed expectations, build loyal and long-term relationships, and enhance our clients' lives by providing them with properties that meet their every need. Ultimately, our success is measured by the satisfaction and loyalty of our clients.

DesignAgency

DesignAgency is an award-winning international design studio that draws on over two decades of expertise in interior design, architectural and landscape concepting, strategic branding, and visual communications. With studios in Toronto, Washington, D.C., Los Angeles and Barcelona, DesignAgency has developed a global reputation for creating exceptional environments that people experience fully and deeply. Key to our success is the strength of collaboration. Our talented design teams are informed by curiosity, international perspectives, and a drive for innovation. Working across hospitality, residential, commercial, and retail sectors, we work with our clients and with local and international artists, craftspeople, and suppliers to realize extraordinary experiences and lasting value.

gladstone media

Gladstone Media is a full-service Advertising Agency, Design Studio and Multimedia Production company. We provide creative solutions to marketing challenges that are meaningful and effective, helping brands to stand out and connect with their audiences.



All illustrations/renderings are artist's concepts only. The general orientation of the proposed development or location of existing structures in renderings do not represent or guarantee specific aspects of the project or views from any unit or location. Certain design elements, images and views are subject to change without notice. The images do not represent any condition at present, or in the future, which may obstruct or impede the view. Some descriptions and illustrations/renderings in the brochure include details or images of a planned feature or amenity offering which are still in the development stage and are subject to further refinement or change without notice. Offerings provided in cooperation with third parties may be subject to factors beyond the developer's control and while the brochure presents the developer's current plans, it does not guarantee the participation of third parties upon project completion. The developer reserves the right to make such changes as may be necessary or considered desirable as the project continues through its planning approvals and the finalization of its design processes.



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