



WONDER
LESLIEVILLE'S LANDMARK ADDRESS



A symbol of Toronto's industrial past, the **old Bread Factory** on Eastern Avenue was built in an age when **passion and craft** lived at every street corner, authenticity was the mark of a business, and hard work, the calling card of the ambitious. Inextricably linked to the **east end's history**, the factory will once again be a hive of activity. Reimagined as Wonder, its new avatar will house one-of-a-kind **lofts, chic condos, and towns**. Designed to respect its industrious roots, this Leslieville landmark will be the perfect home for those who want **a slice of history** along with **a generous serving of all things modern**.

THE EVOLUTION
of
WONDER

1857

John Bishop, a butcher sells the land to Henry Blong, a butcher and cattle dealer.

1880-87

Edward Blong, s/o Henry Blong subdivides the land. Lewis Brown, a baker purchases the lot at the corner of Booth. In the late 1880s, Lewis Brown starts his bakery business out of his little Georgian home. This is the first time the site is used as a bakery.

EARLY 1900s

Brown's Bread Limited becomes a family business that takes pride in being an "owned in Canada and managed by Canadians" bakery.

1925-29

The bakery starts to rise. By 1929, the entire Eastern Avenue frontage is built.

1960-70s

Brown's Bread merges with General Bakeries Limited.

1980-2014

George Weston Company takes over the factory. Wonder Bread is made on the premises. The factory operates until its closure in 2014.

2017

The building is given Heritage Status.

2018

WONDER is introduced.



Illustration is artist's concept only. E. & O.E.



LIQUID
SUGAR
TANK

Dieter Rams:
As Little Design as Possible
Sophia Lovell

A SENSE
of
BELONGING

One of the most important aspects of the old Bread Factory reimagination is the dramatic juxtaposition of the old and new. Whether it's the stark beauty of its industrial history, the allure of yesterday's rawness, or the simplicity of modern aesthetic, Wonder Condos will showcase the best of both worlds.

As Don Schmitt of Diamond Schmitt Architects states, "We are not only retaining the heritage component of the building, we are continuing the legacy of how the building is responding to the ever-changing conditions of its surroundings."

Preserving the façade, the architecture will also showcase some striking vestiges of the past which will be on display in the lofts and public spaces. Sensitive to the brick and beam character of the heritage structure, the design both restores and extends the brick masonry as well as incorporates a modern steel and glass structure that ushers the building into the 21st century.

The terracing, stepping of building heights, and low-rise integration give Wonder a unique character. This brilliant orchestration presents a stage to create suites with large terraces that overlook the city and the verdant surroundings of Leslieville.

To complement the vibrancy of the neighbourhood, the architectural design introduces a retail frontage along Eastern Avenue. This harmonious amalgamation of contemporary and heritage elements truly makes this new residence a thing of wonder.



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THE IMPORTANCE
of
MOMENTS

Life is not made up of minutes, hours, days, weeks, months, or years, but of moments. And moments need to be savoured. Thoughtfully designed to offer an unparalleled level of sophistication, Wonder's signature amenities add a certain je ne sais quoi that brightens everyday moments and special ones alike.

Facing Logan Ave, the Lobby with its expansive windows welcomes light and everyone who walks through the door. Bright and inviting, its historic character shines against the modern textures, colours, and forms that accent the space.

With heritage artifacts integrated into the design, this harmonious balance between old and new is seen throughout Wonder's public spaces. Every aspect of its interior design reflects its unique character.

In keeping with the changing times, with people choosing to work out of home, preferring a 'third space' where ideas flow and minds meet, the sensitive and engaging design of the Co-working Lounge complements today's work culture. And once the Sun sets, a day of quiet contemplation gives way to laughter and happy mingling. If there ever was a place where pleasure is top of mind, it would be in the Rooftop Lounge's rarefied surroundings. Bringing residents together, the Family Room is another of Wonder's inviting spaces. Perfect for relaxed board games, movie nights, and long conversations, here memories will be made. Away from the bustle, comfortably nestled within the old walls of the lower level, is the Gymnasium. Drawing on its industrial creed, this space is designed to replenish the body, mind and soul. Ensconced within its four walls are a collection of superlative amenities whose primary purpose is to enhance the lives of its residents. Even four-legged fur companions get their very own dog spa at Wonder.





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LOBBY



Illustration is a risk's concept only. E. & O.E.

CO-WORKING LOUNGE



Illustration is artist's concept only. E. & O.E.

8TH FLOOR PARTY ROOM



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8TH FLOOR ROOFTOP TERRACE

Illustrations are artist's concept only. E. & O.E.



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NORTH



8TH FLOOR ROOFTOP TERRACE

THE TALE *of a* NEIGHBOURHOOD

Is it in the lively streetscape?
The charming ambience? The acclaimed shops and restaurants?
Whatever it is, Leslieville exudes a draw to belong to the old
and new. It's absolutely, positively the hottest place to live,
laugh and play in the city.

Once known for its brickyards, tanneries, metal factories
and nurseries, Leslieville is a changed place today. With vintage
houses, mature treelined streets, and lively public spaces, this east end
neighbourhood is a trendy playground for urban professionals.
What was once a 'rough-worn working-class borough', is now
the stomping ground of yogis, green juice lovers, and T.O.'s most
urbane folks. According to the Toronto Star, "Leslieville has a
well-established reputation as a hip hovel for Toronto's
creative and professional classes."

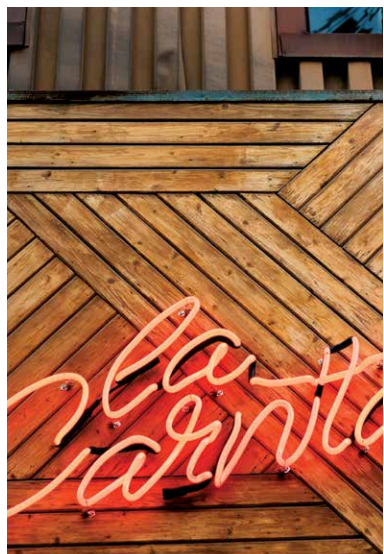
Home to a multitude of lifestyle stores, art galleries, hip bars,
gourmet food shops, and a range of cafés and brunch spots,
this is where the rest of Toronto dreams of living. With young moms
pushing strollers, couples lounging on flower-filled patios, little ones
enjoying gelatos, the streets of Leslieville are for people, more than any
other neighbourhood in the city. Whether you choose to catch
a play at Crow's Theatre or sip wine with like-minded friends at
Chez Nous, or browse around Arts Market for something unique,
this is a neighbourhood of plenty.





Meet Your Neighbours:
 Rosie Jeffares, Quince Flowers
 Alex Snider + Liz Burns, Queen Books
 Anthony Boulos, Kids at Home





NEIGHBOURHOOD GUIDE

RESTAURANTS + CAFES

- 1 Andrea's Gerrard St. Bakery
- 2 Ascari Enoteca
- 3 Barrio Cervceria
- 4 Bonjour Brioché
- 5 Boxcar Social
- 6 Brick Street Bakery
- 7 Chula Taberna Mexicana
- 8 Completo
- 9 Delica Kitchen
- 10 Dineen Outpost
- 11 East Side Social
- 12 Gio Rana's
- 13 Kristapson's Smoked Salmon
- 14 La Carnita
- 15 La Cubana
- 16 Lady Marmalade
- 17 Leslieville Pumps
- 18 Maple Leaf Tavern
- 19 Mean Bao
- 20 Mercury Espresso Bar
- 21 Pulp Kitchen
- 22 Purple Penquin Café
- 23 Starbucks
- 24 Sweet Jesus
- 25 Tabule
- 26 Tango Palace Coffee Co.
- 27 Te Aro
- 28 The Real Jerk
- 29 White Lily Diner

SHOPPING/SERVICES

- 1 Baby on the Hip
- 2 Black Rooster Décor
- 3 BMO
- 4 Bobbette + Belle
- 5 Brika
- 6 Canadian Tire
- 7 Common Sort Vintage
- 8 East Room
- 9 Ed's Real Scoop
- 10 Fresh Co.
- 11 Fruitful Market
- 12 Gerrard Square (Walmart, LCBO, Home Depot, Winners, Food Basics)
- 13 Good Neighbour
- 14 Guff
- 15 Kids at Home
- 16 Leslieville Cheese Market
- 17 Little Peeps
- 18 Loblaws
- 19 Machineage Modern
- 20 Ollie Quinn
- 21 Queen Books
- 22 Quince Flowers
- 23 Rowe Farms
- 24 Shoppers Drug Mart
- 25 Soul Chocolate
- 26 TD Canada Trust

HEALTH + WELLNESS

- 1 Dwell
- 2 Greenwood Park Animal Hospital
- 3 Hone Fitness
- 4 Leslieville Animal Hospital
- 5 Move Fitnesss
- 6 Restore Integrative Health
- 7 Sprouts Growing Bodies and Minds
- 8 Ten Spot

BARS + ENTERTAINMENT

- 1 Poor Romeo
- 2 Brickworks Ciderhouse
- 3 Broadview Hotel
- 4 Brooklyn Tavern
- 5 Crows Theatre
- 6 I'll Be Seeing You
- 7 Opera House
- 8 Paint Lounge
- 9 Pinkertons
- 10 Prohibition Gastrohouse
- 11 Smash Ping Pong Lounge
- 12 The Comrade
- 13 The Roy Public House
- 14 The Thirsty Duck

PARKS

- 1 De Grassi St. Park
- 2 Gerrard Carlaw Parkette
- 3 Greenwood Park
- 4 Jimmie Simpson Park
- 5 Leslie Grove Park
- 6 Matty Eckler Playground
- 7 McCleary Park
- 8 McCleary Playground
- 9 Morse Street Playground

SCHOOLS/LIBRARY/REC. CENTRES

- 1 Dundas St. Public School
- 2 Jimmie Simpson Recreational Centre
- 3 Jones Library
- 4 Leslieville Junior Public School
- 5 Matty Eckler Recreational Centre
- 6 Morse St. Public School
- 7 Ralph Thorton Community Centre
- 8 Riverdale Collegiate Institute





Perfectly positioned within Leslieville, Wonder sits at the cusp of an explosion in innovation and growth. Within the next decade, it will be in the centre of a whole new universe. Its proximity to East Harbour – dubbed as the next downtown, Sidewalk Labs’ visionary Quayside community, and two new transit lines GO/Smart Track and the Relief Line will make Wonder a magnet for forward thinkers and trendsetters 2.0. To understand what the future holds, it’s important to delve into the minutiae of the big picture.

EAST HARBOUR

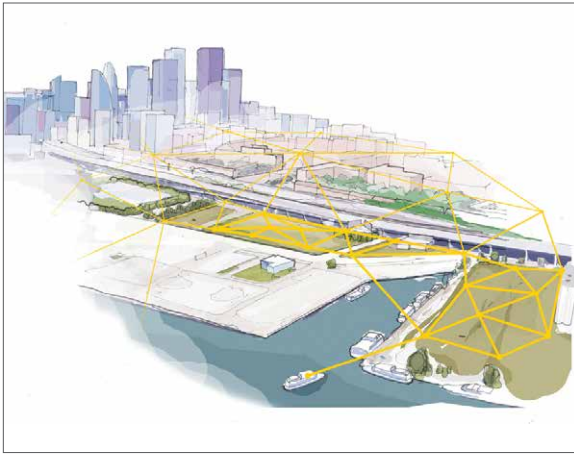
The former Unilever site, East Harbour will be the commercial heart of the redeveloped Port Lands. This office-retail hub is situated on a 60-acre post-industrial land on the eastern bank of the Don River. According to the Toronto Star, “It’s the outlet for future growth of employment space in the city.” Expected to bring 50,000 jobs, it will be Canada’s largest planned commercial development. With significant connections to Regional Express Rail, SmartTrack, Broadview LRT, Queen’s Quay LRT and the Relief Line subway, transit will make car ownership optional. And all this will be 500 steps from Wonder’s front door.



Sourced: eastharbour.ca

SIDEWALK LABS’ QUAYSIDE

Just two kilometers from Wonder will be the world’s first ‘smart city’. The brainchild of Sidewalk Labs, a subsidiary of Alphabet (Google’s parent company) it will be a ‘test bed for the combination of technology and urbanism’. A stage for adaptable buildings, people-centred street designs, and new construction methods, a place where digital technology, data, and innovation will improve the quality of life of residents and the planet. It is also slated to house the new headquarters for Google Canada.



Sourced: sidewalktoronto.ca Sidewalk Labs Digital Infrastructure



WHITE FLOUR



SECRETS
of the
INNER SANCTUM

Embodying the virtues of its past, invigorated by its reimagination, every residence at Wonder is a work of art. The authenticity of this icon of past industry comes alive in the careful selection of materials, colours, and textures that are featured in the residences.

With open concept designs, expansive windows and contemporary fixtures, every space is comfortably proportioned for ease of living. Although rooted in the past, the design of every suite is firmly set in the present. Chic and functionally practical, Wonder's material language speaks to the needs of today, leaving residents to feel nurtured and inspired at all times.

Balancing familial comfort with luxury, necessity with style, the living spaces have been designed to complement modern lives. With chef-inspired kitchens and spa-like bathrooms, it's an excellent example of thoughtful residential design. And this elegant sophistication is further reflected in the minimalistic finishes and features that grace the interiors.



Interior rendering is artist's concept. Actual usable floor space, window dimensions and finishes are subject to change without notice. Furnishings, lighting fixtures and accessories are not included in the standard finishing package. E. & O.E.

GRAYWOOD
BUILT FOR TODAY. AND BUILT FOR TOMORROW.

Shouldn't a home be both a place to rest your head and a rewarding investment? That has been Graywood's philosophy for over three decades. As a Toronto-based private investment management company that specializes in the development of real estate properties of exceptional quality, we have a keen eye on how, and where people want to live, and we work hard to ensure that our purchasers are making the right investment, both personally and financially. From our home base in Toronto, we have developed an impressive portfolio of single-family homes, townhomes, boutique mid-rise condo buildings and high-rise towers throughout North America. From the landmark Ritz Carlton Hotel and Residences, Toronto to notable communities like Ocean Club, The Mercer, Peter and Adelaide, Scoop and Fish Creek Exchange in Calgary, we believe in developing spaces that are not just optimized for life today but built with a vision of a prosperous tomorrow. Because if a home is one of the biggest investments you'll ever make, shouldn't your real estate developer also be an investment expert? We think so. And that's why we're both.



ALTERRA
DEFINING URBAN LIVING.

At Alterra, we define urban living with our exceptionally high standards of construction, masterfully crafted buildings that go on to define the neighbourhood. In order to define a neighbourhood, you must first understand it. We go this extra mile because we profoundly understand the complex relationship between people and places, and our success emerges from this understanding. From concept to completion, it is the guiding force behind every decision we make. With thousands of homes and award-winning condominiums to our name, Alterra has established a reputation for building, managing and creating legendary communities across the Greater Toronto Area and Golden Horseshoe. Our deeply-held commitment to building thriving communities trickles down into every detail, from selecting materials to curating the surrounding commercial developments. Managed by a very experienced team of development and construction professionals, Alterra carefully controls everything from shoring and excavation to suite delivery. Our passion and range of experience with unique and innovative construction can be found at 36 Hazelton with its elegant heritage façade retention, the full loft conversion of Network Lofts, and new construction at Post House, to name just a few. After all, trust must be earned. And we've been earning the trust of our homeowners for over 45 years.





Laird Kay on the Bread Factory
“I wanted to capture the movement
and the feeling of the space —
abstract the machinery and show
them as sculptures.”

[Artist's Statement]
Buildings grow, learn, and adapt.
They are organic. Just like the bread
that was made, proofed, and baked
here in this building, the factory is
changing, and still has many stories
to tell. The details of the equipment
have been abstracted and are seen
as sculpture, and as graphic design.
This building is still a wonder.
Wonder: a word that fills us with
optimism, stimulates the imagination,
and makes us aware of infinite
possibilities.



On the cover:
Photograph by Laird Kay

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