



The B2 design theme is comfortable and functional.

# GERANIUM HOMES

The Uptownes models are 'the real thing'

**A**s a way to showcase the wonderful living areas of Uptownes, a new neighbourhood of urban-style townhomes at Cardinal Point in Stouffville, Geranium Homes collaborated with Los Angeles-based designer Jo-Ann Capelaci. Jo-Ann's first task was to create four unique design themes that she believes Uptownes buyers will find inspirational.

For a Mid-Century Modern design, Capelaci captures the timeless appeal of uncluttered spaces revived in popular television programs like *Mad Men*. Clean lines and contemporary style blend with natural colours. The open-concept layouts and large windows help create a home that is warm and inviting.

Capelaci's New Traditional concept mixes modern and traditional elements, all working together to create a comfortable yet classic living environment. A colour palette of earth tones against a pale backdrop

of cabinetry and light flooring adds volume to the home.

Contemporary Flair offers a subtle sense of sophistication and the "less is more" approach with carefully chosen bold and basic furniture in grays, black, chrome and white with pops of bright colour and bold geometric accents.

In her fourth design scheme, Rustic Chic, Capelaci mixes raw, natural materials and woodsy elements with refined and polished details.

The design themes form the basis for furnished floorplans and illustrations that are brimming with different ideas of the Uptownes lifestyle. In September, Geranium will reveal Capelaci's design achievements in two furnished and decorated model homes.

"This has been a natural progression of discovery for us and for our homebuyers," explains Geranium's marketing director Sue Webb Smith. "Right from the start, our challenge was to do justice to the wonderful blend of

warehouse-era architecture and modern design features infused with state-of-the-art finishes.

"With Jo-Ann's assistance we've been able to give people a great feel for the flow of these homes, which in turn, has contributed to our sales success," she adds.

New homebuyers are embracing Geranium's exciting and affordable alternative to condo apartment ownership and choosing among the back-to-back and stacked units with living areas that people most value in a home. Plans range in size from 1,401 up to 1,639 square feet and every home includes a spacious rooftop terrace plus ground floor bonus recreation room that can easily be a home office, an exercise area, or a games room. Prices begin in the \$360,000s.

Second floor main living spaces are configured with a wide open Great Room, kitchen and dining area that will be light-filled from oversized windows