

# GREEN BUILDING

## + ARCHITECTURE

SUMMER 2019

# WOMEN — IN GREEN

## SPECIAL ISSUE

Celebrating women's contribution  
to the green building industry



Jacinthe Nichols



Sophie Mastrokostas



Women of Enercare

*Natascha Pieper*

**d** COLLECDEV

*Call for Nominations*

# WOMEN IN GREEN

*Celebrating women's contributions  
to the green building industry*



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Natascha Pieper

# COMMITMENT TO LONG-LASTING, HEALTHY URBAN LANDSCAPES THAT IMPROVE QUALITY OF LIFE



When it comes to creating a more sustainable world, it's safe to say Natascha Pieper lives and breathes anything that pertains to that mindset.

As the vice-president of sales and marketing for Collecdev, a finalist for the Building Industry and Land Development Association (BILD) Green Builder of the Year award, and an individual who has won numerous green awards on national and international levels, Pieper provides a life-long passion when it comes to promoting viable, healthy urban landscapes that can improve the quality of people's lives.

"I have two daughters and every day I ask myself 'are the decisions I'm making today creating a better world for them?'" says Pieper, featured by Green Building + Architecture magazine in its Women in Green initiative. "How can I ensure the planet will sustain my daughters and the generations that come after?"

Powered by a professional zeal that matches her personal dynamic, Pieper embraces sustainable development in every possible way.

"I feel fortunate to be part of a team that truly practises what we preach," she says. "So many developers today use buzzwords like 'sustainability' or 'green' as part of their marketing efforts, without taking the time to understand or invest in what those things really mean."

"I am so proud to work with our team, led by Maurice Wager, the Collecdev president. I know we are all truly committed to creating stronger, more sustainable communities. That's what gets me excited to go to work every day."

Environmental stewardship, Pieper explains, is one of the key pillars at Collecdev and a guiding principle for everyone on its team.

Pointing out that urban development is an essential part of city growth, she says that does

not have to have a negative impact on the environment.

"Through responsible building practices, we can mitigate and, in many cases, even help combat, climate change through our developments," Pieper says. "Our buildings are designed and built to conserve more energy and resources than standard code compliant buildings, aiming for ecological balance and a better way to live."

Nowhere is that trait more evident than in the latest community offering by Collecdev – the TRETTI Condos in Wilson Heights, just north of Highway 401 near the Downsview Airport lands.

At TRETTI, Collecdev includes a full slate of features that address ecological and environmental concerns, utilizing responsive and renewable materials and systems to create a multi-layered community that not only looks good, but does good for the environment.



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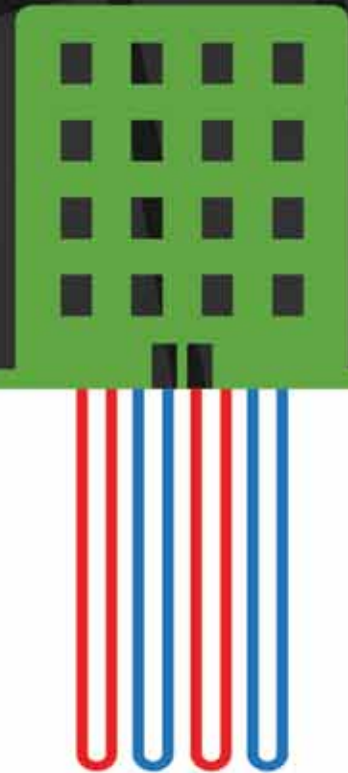
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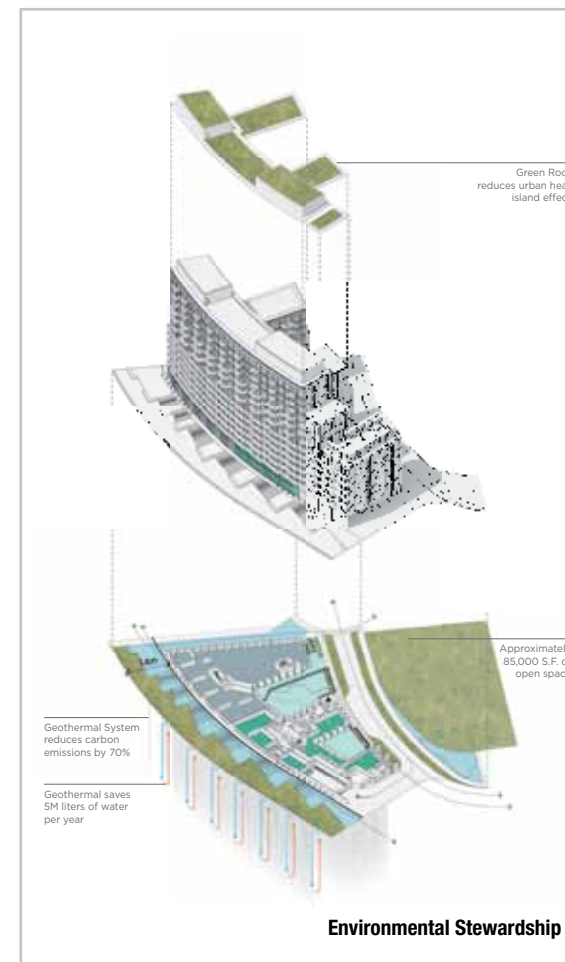
Tretti Condos

TRETTI features include:

- An innovative geothermal energy system that reduces carbon emissions by up to 70 per cent, saves over five million litres of water each year, and provides residents with guaranteed performance and predictable utility costs;
- Green roofs that reduce the heat island effect and help manage storm water retention onsite;
- A high-performance thermal envelope that minimizes unwanted solar gain and heat loss;
- Electric car charging stations that can grow to accommodate future demand;
- And abundant bicycle parking to encourage a car-free commute.

“I try and be very conscious of how I can help support our mission to create ‘human-centred’ communities,” says Pieper. “That means championing innovative technologies like the geothermal energy systems we’re putting in place at TRETTI and Westwood Gardens in Richmond Hill. It means helping to educate our buyers about how those systems can benefit the earth and our residents.

“It means working with architects and designers to push the boundaries on design and deliver communities where



residents have access to great air quality, abundant natural light, and outdoor space. It means pushing our marketing team and partners to come up with new ways to engage people and find out what’s important to them so that we can deliver it.”

TRETTI, inspired by Scandinavian sensibilities, is an ideal example of how Collecdev, and Pieper, value development that focuses on social sustainability, experiential design and environmental stewardship.

“I am constantly on the lookout for inspiration and ideas for Collecdev, and one of my greatest sources in travel,” Pieper says. “We recently took a family vacation to Norway and I was blown away by the Scandinavian approach to sustainability and healthy living. I saw how important community, social connection, active living and a connection to nature are for quality of life. These are the same values we’ve brought to TRETTI, and they’re key to creating a sustainable lifestyle.”

While continuing to champion sustainability, Pieper has some advice for others interested in following her lead. The key, she says, is to stay curious, open and informed.

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Batia Haber



Carole Solway



Suzanne Pullman



June Thomson

## Group of Seven BUILDER TEAM AT ENERCARE PROVIDES EXPERTISE WITH INNOVATIVE HVAC AND SMARTER HOME INITIATIVES



Laura Bonise



Linda Oliveri Blanchard



Emily Hanaka





Some might say that home is where the heart is, but the builder team at Enercare takes that way of thinking to a whole different level.

Proudly Canadian, Enercare is recognized for expert heating, cooling, water heating, and sub metering solutions, along with quality service and protection plans for HVAC systems and plumbing. Enercare leads the way when it comes to understanding what makes a home more energy-efficient.

This allows Enercare to provide innovative products that can benefit home builders' customers, and therefore help them provide better value when selling new homes.

In the builder market, Enercare's expanded product offerings include hydronic air handlers and furnaces, HRV's and ERV's, drain water heat recovery units, water heaters and boilers, heat pumps, air conditioners, and water treatment solutions.

Due to the strong increase in new building of higher density residential projects, includ-

ing stacked and back-to-back townhouses, new homes are increasingly moving to smaller mechanical rooms. As a result, combi systems and multi-zone systems have become extremely popular. By offering an assortment of high-quality, energy-efficient equipment, designed to do one thing – work so well you don't have to think about them – Enercare is proud to take a leading role in energy efficient HVAC offerings.

One example of this is Enercare's partnership with Radiant Hydronics to provide a complete line of leading-edge combination and heating-only wall-hung boilers and tankless water heaters. Radiant's introduction of Dual Tech® technology combines built-in storage for "tank-type" reliability, on-demand domestic hot water for endless comfort, and efficient central heating, all integrated in one compact, easy-to-install, wall-hung unit. These products paired with Radiant's low and high velocity hydronic air handlers, offer an innovative combi system.

Enercare places a high value on products that target the reduction of its customers' carbon footprint. High performance combined with reduced

emissions and low NOx, are attributes paramount to each Radiant product.

Exceeding some of the most demanding environmental laws in the world, Radiant continues to be a global leader in condensing technology, energy conservation, and environmentally friendly products.

At the same time, Enercare has raised the bar with its Smarter Home push, cementing its reputation as the premier provider of essential home and commercial services and energy solutions.

Crucial to the ongoing success of these endeavors with the builder group are seven women at Enercare being featured by Green Building + Architecture magazine in its Women in Green initiative – June Thomson, Batia Haber, Carole Solway, Suzanne Pullman, Laura Bonise, Linda Oliveri Blanchard and Emily Hanaka.

They bring decades of hands-on experience in the construction industry, and provide much needed expertise, especially when it comes to providing support for both the expanded HVAC and Smarter Home initiatives.

They are ideally positioned to lead in all aspects of the ongoing shift in construction parameters.

Take the Enercare Smarter Home program, for example – it's much more than simply relying on alerts from a mobile device. And that's because – when there's an alert – you can quickly get solutions to fix any issues in the home from any one of the 700 licensed technicians on hand. In short, from automated solutions with the mobile app to responsive technicians who can fix the issue, Enercare Smarter Home is the most complete solution for your home... period.

The Smarter Home Hub is the core of the whole network. The Smarter Home Hub is what collects and analyzes the data from all your home devices, making sense of the information, and then sending it out to your mobile app. No need to download multiple apps for all your home's connected devices. No need to try and interpret trends or graphs on your own. The Smarter Home Hub does the work so you don't have to. Included in your Smarter Home essentials package, it's the cornerstone of the app making sure you get the information you need when you need it.

In a nutshell, here's what comes with the Enercare Smarter Home program:

- Management of all Smarter Home products using one simple mobile app;
- System monitoring of heating and cooling equipment to identify possible issues before they happen;
- Discount on home insurance premiums;
- Comprehensive suite of leading smart products, professionally installed;
- Instant notifications to a mobile device and/or email when there is an issue in the home;
- Cellular connection for most products versus Wi-Fi for a constant connection from anywhere;
- Smart products using Z-Wave technology;
- Customizable automation settings that will fit a family's needs;
- Robust and secure communication network between smart products and hub;
- Video storage;
- And live agent support seven days a week.

All seven members on the builder team are keen to explain more about rental HVAC and water heaters, plus they provide the knowledge and know-how to make any homeowner's Smarter Home dream come true:

#### JUNE THOMSON

Prior to taking over as the building division's National Director at Enercare early in 2019, Thomson held several management positions dating back to 2014, when she joined the company. She has many years of progressive, professional experience within the HVAC industry, and has effective communication and interpersonal skills, ideal for facilitating productive working relationships and conflict management in a matrix environment.

#### BATIA HABER

Haber, National Smarter Home Sales Engineer, has been with Enercare since 2014. Prior to entering the builder division, she was working under the residential division as a District Sales Manager in the two largest regions in Ontario. Prior to Enercare, she worked in the home improvement division at Sears Canada for over 10 years, managing more than 25 sales and service teams across the country.

Haber has a wealth of knowledge concerning HVAC, great understanding of market conditions, consumer spending trends, business trends and new technology in the home – where she'll be able to help grow the Smarter Home business.

#### CAROLE SOLWAY

Solway, Territory Manager in the builder division, has over 30 years of experience in the home construction industry, including the past 19 years

with Enercare. Her personal approach and passion for the industry enables Solway to provide her builders with custom-designed water heater and HVAC solutions.

She keeps current by reviewing and investigating product changes and innovation as soon as they are launched. She often organizes product information and training sessions with industry partners, builders, and their trades.

This shared information ensures her builders are installing innovative and environmentally-recognized systems.

#### SUZANNE PULLMAN

Pullman is the newest member of the Enercare team. Pullman has over 25 years of experience in the commercial, industrial and residential construction industry.

She comes with a wealth of knowledge and understanding of the inner workings within the construction industry. Pullman is a sales and business visionary, highly accomplished, analytical and results orientated. Her career path has led her to have the ability to drive business growth through sales initiatives and her affiliations within the industry span both across both Canada and the United States.

She is an active member within the new construction home building community and is a member of BILD GTA, Simcoe & Greater Dufferin Home Builders Association.





From left to right: Emily Hanaka, Carole Solway, Laura Bonise, Batia Haber, Linda Oliveri Blanchard and June Thomson

**LAURA BONISE**

Bonise, Territory Manager in the builder division, started with Enbridge in 1981. With over 38 years of experience, the knowledge she has acquired is of great value to builders, architects, mechanical and general contractors. She assists her clients with product selection, training, and technical support, and brings a great deal of credibility to the table. She is a member of many home builders' associations and volunteers for many industry events and fundraising projects.

**LINDA OLIVERI BLANCHARD**

Oliveri Blanchard, Territory Manager for Eastern Ontario, has been with Enercare since 2002. She has held various roles within the organization, but most recently has been in the new home construction market for the past 12 years. A licensed gas fitter, she has excellent product knowledge and technical expertise. A true advocate for the residential construction industry, Oliveri Blanchard is an active member of various local home builders' associations, and volunteers her time on multiple boards of directors, committees, Habitat for Humanity, and is the chair of the Ottawa Housing Design Awards. A recipient her-

self of several industry awards, her dedication to customer service is exceptional, working with her clients through every step of their projects, from planning, to production, to aftercare service.



**EMILY HANAKA**

Hanaka has been with Enercare, as a member of the builder group, for just over a year. As the Builder Sales Coordinator, she has had the opportunity to work with all territory managers and builders across Ontario, gaining exposure to multiple aspects of the business. She is a recent graduate from the commerce program at Dalhousie University, completing a double major in marketing management and logistics. The skills acquired throughout her degree, experience as a varsity athlete, and leader of multiple clubs and organizations, have been attributed to her success over the last year.

[www.enercare.ca](http://www.enercare.ca) / [radianthydronics.com](http://radianthydronics.com)

*Enercare's builder program overview: Top-brand rental water heaters and HVAC equipment, personal account managers from Windsor to Ottawa, dedicated builder support phone line for delivery and services requests, extensive product inventory and quick turnaround times on delivery, engineering support services, expanded product offerings, professional services by one of over 700 licensed technicians, heating, cooling, water treatment.*

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## Jacinthe Nichols



# CUTTING EDGE GO-GETTER A GAME CHANGER AT DETTSON INDUSTRIES

Jacinthe Nichols has always made a difference at Dettson Industries – virtually from day one, as it turns out.

And the research and development (R&D) project leader at the HVAC powerhouse remembers what transpired then as if it happened yesterday.

“I was immediately exposed to some of the leading builders in North America,” says Nichols, featured by Green Building + Architecture magazine in its Women in Green initiative. “At the time, they explained to me the issues they were having with air stratification, uneven temperatures, loud systems and comfort ... all a direct result of an oversized furnace.”

So Nichols and her Dettson team went right to work.

“We developed a low BTU furnace that can modulate to 40 per cent of its capacity. I then took it another step further and developed a 10-by-23-inch, 15,000 BTU furnace. Then we got started on pairing these small units with heat pumps.

“The result was a heating and cooling system that would use the heat pump as primary heat source and switch to gas (or a small electric furnace) to help on the coldest days.”

That was a mission accomplished for Nichols, and the stage was set for a surging repeat of innovative tendencies in subsequent years.

Nichols found that she thrived in the Dettson workplace milieu, which places a strong emphasis on employees demonstrating independent thought and the pursuit of ideas.

“I’ve worked many evenings and weekends and worked closely in the field to help Dettson get to where it is now,” she says. “But, then, so has our entire team. You’ll find that engineering and HVAC, in general, are two industries that tend to be male-dominated, so I enjoy breaking down the barriers and showing that women not only belong here, but can lead it.”

There are many R&D endeavours at Dettson that have fuelled her passion; they range from Habitat for Humanity projects to the passive and net-zero home efforts.



“First off, I am very excited about the net-zero and passive home movement,” Nichols says. “It’s growing year over year. Companies like Natural Resources Canada (NRCAN), the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) and the Canadian Home Builders’ Association (CHBA), are doing a fantastic job in promoting the benefits.

“Costs to build net-zero and passive continue to drop, further helping the uptake of builds. At the same time, it’s also very exciting to see the largest HVAC manufacturers beginning to develop smaller furnaces. It proves to us that we chose the right direction.

Besides her involvement with Habitat for Humanity projects across Canada and the United

States in building net-zero and net-zero-ready homes, Nichols has also participated in conferences, sessions and workshops, providing education to builders, contractors and wholesalers about the impact that building tighter homes has on their mechanicals.

For those interested in pursuing a similar career path, Nichols offers some sage advice.

“I think the first step for anyone is to find the right company to work for,” she says. “For me, I love the innovation and direction at Dettson. I have many people that I can lean on for assistance, but the bottom line is that Dettson does a great job at building independence and confidence to pursue ideas.

“I’ve put a lot of effort to find a career that makes me happy, but I realized it takes more than a great job to be fully happy. My husband and I are raising three kids and both working full-time jobs, but we still manage to be there for them and make them our priority.

“It’s a choice we made as a family, and it’s probably the best choice I’ve ever made.”

[www.dettson.ca](http://www.dettson.ca)

*Dettson, a member of the Ouellet Group, provides sustainable solutions to the HVAC (heating, ventilation, air conditioning) industry by offering systems designed to maximize residential comfort.*

*This commitment is made possible by both the undertaking of its employees and the contribution of its partners in innovation. Dettson is known for its agility in developing sustainable solutions that contribute to home comfort in each of the North American climate zones, taking into consideration the different energy challenges, while recognizing the specifications of the Canadian and of the HVAC replacement market.*

*This potential is realized through responsible innovation in collaboration with a distribution network and intelligent business partners. Dettson also provides its employees with the necessary tools to design, offer and manufacture these products in a safe and cost effective manner.*



Congratulations Jacinthe on being featured as one of the Women in Green.

Your Dettson family is proud to see you with this recognition and are excited to see the products you create become more in demand in the market.



[www.dettson.com](http://www.dettson.com)



Sophie Mastrokostas

# PRESIDENT OF SEVENTYNINE CONSTRUCTION PROUD TO SHAKE UP THE INDUSTRY STATUS QUO





It's not a stretch to say that the construction industry is still seen as a male-dominated workplace.

But that trend is definitely changing and Sophie Mastrokostas, the president of Seventynine Construction, is happy to be doing her part.

"Traditionally, in this business, if a woman is involved it's generally focusing on the 'design' aspect, such as colours, floor finishes and furnishings," says Mastrokostas, featured by Green Building + Architecture magazine in its Women in Green initiative.

"I'm not saying that I am not involved in those things. On the contrary, I am. But there's a lot more to what I do."

Mastrokostas says she goes to a site, often when a home is being demolished, and stays

there right through the entire construction process.

"I am proud to say I have input on every step," she says. "I want, and feel the need, to be involved in every step. How is a woman going to improve herself and improve the product she can deliver if she only 'shows up' after drywall."

Her modus operandi fits in ideally with her company's Construction Management System policy, which aims to fulfil all client needs.

"Our experience in dealing with clients directly helps us create our unique Construction Managing System," says Mastrokostas. "It gives clients the freedom to be on top of their investments by having 24/7 access to the progress of the house – from budgeting to scheduling to step-by-step progressive photos."

Mastrokostas takes her green-motivated responsibilities very seriously. She urges clients, for example, to move towards higher insulation values, stressing that the previous norms are outdated.

"It seems basic but just because the drawings state a certain insulation value doesn't mean we have to go to the minimum," she says. "I am always encouraging clients to try and heat their homes with radiant heat utilizing high-efficiency boilers in their homes. And aluminum windows with thermal breaks are something I am trying to make a standard with our builds."

"In our climate today, we need windows that are more durable and better suited for the extreme fluctuations that we get. We tend to spend on all the frills in the house. We should be focusing on the 'core build' a bit more than we traditionally do at the moment."

A student of green building practices, Mastrokostas feels her role in that field will expand in the future. She spends a lot of time reading and researching, educating herself about the newest products and how to implement them.

"I see that we could be implementing a more strict company policy where we reduce waste to landfills and by building homes with materials that reduce waste or are recycled and non-organic," she says.

As a parent, Mastrokostas takes great pride in her Women in Green designation, and has definite ideas about what the future of the construction industry could look like in Canada.

"I am trying to slowly involve my children in the field," she says. "My eldest son is getting to an age where he'll be working and he is very excited to see how homes are put together."

"I am from Europe and I feel there is definitely a future in green building. There is a very different construction model there and, saying that, I would like to see more European-style construction implemented here in Canada."

[www.seventynine.ca](http://www.seventynine.ca)

*Seventynine Construction is a proud member of the Building Industry and Land Development Association (BILD), the voice of the home building, land development and professional renovation industry in the Greater Toronto Area. SeventyNine Construction is one of the GTA's premier builders of quality homes. With expert craftsmanship, attention to detail, right materials and its Construction Management System made to fulfil client needs, SeventyNine Construction comes together to create an extraordinary experience, to create a unique dream home from traditional to contemporary.*







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## ONE AND COUNTING

Success of first Canadian zero-carbon office building paves way for second Cora Group project

Somebody had to be first ... and that somebody was The Cora Group.

Just over a year ago, the Waterloo-based developer cemented its reputation as an industry leader by receiving recognition from the Canada Green Building Council (CaGBC) for the completion of Evolv1, a multi-tenant commercial office building that was the first in Canada to meet the demanding new zero-carbon standard.

The certification positions Cora Group as an industry leader as the world transitions into the inevitability of a future where carbon will be far less accessible and accepted.

And now plans are in the works for the construction of Evolv2, right across the street in Waterloo's R+T Park.

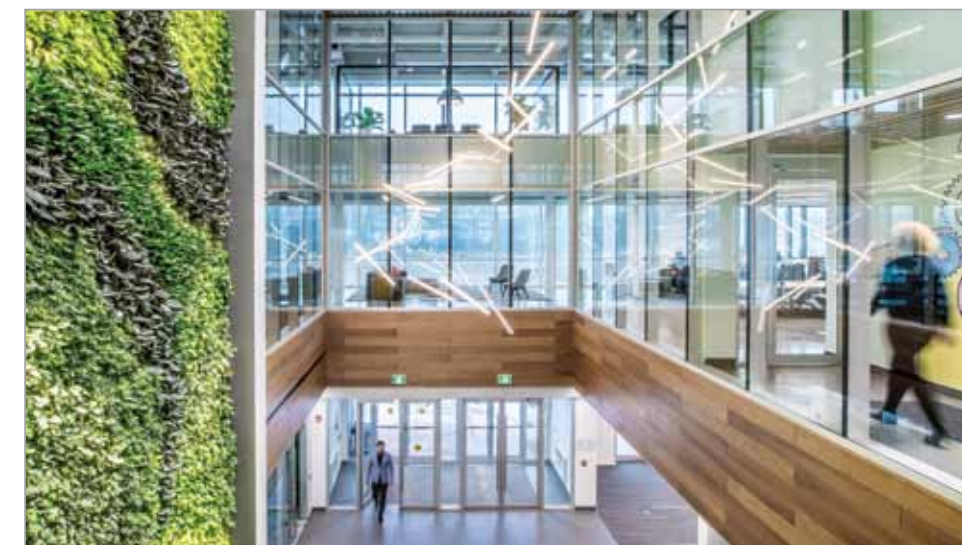
"Evolv1 represents a project that goes well beyond 'building sustainably,'" says Adrian Conrad, Chief Operating Officer for Cora Group. "Now we proceed to Evolv2, which will have many tenant opportunities."

Evolv1 was one of 16 projects across Canada that the CaGBC picked to participate in a two-year pilot for the zero-carbon building standard. In order to receive the certification Evolv1 had to demonstrate zero-carbon design excellence, showing that it had:

- Modelled a zero-carbon balance for future operations;
- Incorporated a highly-efficient envelope and ventilation system to meet a defined threshold for thermal energy demand intensity;
- And designed onsite renewable energy systems capable of providing a minimum of five percent of building energy consumption.

The CaGBC zero-carbon standard is seen as an innovative made-in-Canada solution that supports industry efforts to reduce greenhouse gas emissions and grow the low-carbon economy. Evolv1, then, has set a lofty example for both consumers and the industry, showing that zero-carbon buildings are technically feasible and economically viable.

Many insiders feel that the shift to zero-carbon buildings is a critical step in reaching climate change goals in Canada. With Evolv1, and Evolv2, Cora Group can lead the way in that struggle.





Evolv1 has targeted LEED Platinum designation, as well, and was constructed to produce more energy than it consumes. The building incorporates active and passive systems to optimize value against construction cost.

The high-performance building envelope incorporates triple glazing, a solar wall for preheated ventilation, a geo-exchange/VRF HVAC system, three-storey green wall, and a combination of photovoltaics.

In many ways, Evolv1 expands the definition of sustainability, advancing the business case and economic model for sustainable design in a multi-tenant building.

It's seen as a building that supports human health and wellness, which are important characteristics for today's top-tier tenants and their workforce.

Conrad points out that the Evolv1 and Evolv2 concepts serve as a microcosm for the overall core characteristics that give Cora Group a distinct advantage over competitors in the building industry.

He feels that Cora Group is the developer to work with and lists a number of tantalizing features showing how they deliver space that can be more desirable than conventional builds due to the sustainable elements.

They include:

- Great temperature control;
- Lots of natural light;
- No draft;



- Great air quality and comfort;
- Insulation from escalating utility costs;
- Zero-carbon footprint without compromise;
- Open canvas for tenants;
- And aesthetics, featuring a living wall, cutting-edge office spaces with unique features, an irresistible staircase and modern collaborative spaces.

"We believe that the national recognition we have received has set a new benchmark for green building design and construction," Conrad says

[www.coragroup.com](http://www.coragroup.com)

*About The Cora Group / The Cora Group Inc. is a premier developer and manager of Class A office space in the Waterloo Region in Ontario.*

*The company's properties, predominantly situated within Waterloo's emerging Idea Quarter, are built for sustainability using state-of-the-art LEED building principles. They are perfectly suited to entrepreneurs, growing technology and professional services companies and are tailored to the needs of today's millennial workforce.*

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## THE LAUNCH OF “BURJ JUMEIRA” – THE NEW ICON TO DUBAI SKYLINE

Following a record-breaking 2018 and its completion of 13 different high-rise buildings that are 200 meters and more, Dubai – the well acclaimed “World’s Capital of Modern Architecture”, is back and at it again, with the state-owned Dubai Holding recently unveiling plans for a new tower, design conceived by Skidmore, Owings & Merrill (SOM).

The Burj Jumeira will stand 550-meters-tall (1,804-feet) in the Al Sofouh neighborhood of Dubai, home to popular Dubai landmarks, such as the Madinat Jumeirah, the Dubai Knowledge Village, and the Dubai Internet City.

Strategically situated between the world famous Burj Al Arab and the Mall of Emirates, the tower will offer top-notch amenities – nothing short of the luxury-living typical of the state. Also, the tower will be the highlight of the newly proposed urban district, a residential and commercial area that will be called “Downtown Jumeirah”.

“Burj Jumeira is bold, elegant, and dynamic,” said SOM Design Partner Mustafa Abadan. “It will tower over Jumeirah as the centerpiece of the neighborhood, and will feature a synthesized architectural and structural design.”

The tower’s flowing design emulates the

regional dunes and oases of the United Arab Emirates, while its spherical observation deck is evocative of the native gulf pearl.

The upper stories will have world-class sky lounges, restaurants, and observation decks with glass viewing platforms offering a unique 360-degree panoramic view of Dubai’s breathtaking scenery and the Arabian Gulf waters.

The panelized metal façade system of the tower blends seamlessly into the structural system, and the central void will be used to host “social, cultural and artistic events and activities”.



Image © SOM | ATCHAIN



The split-volume tower's overall shape is similar to that of its future neighbor – the proposed 135-meter high Dubai Lighthouse of the 2017 launched Dubai Harbour project, split along the middle by a vertical void into two curvilinear masses, so much so that the supertall Burj Jumeira when completed might easily be tagged the world's tallest standing twin towers – a position currently held by the Malaysian Petronas Towers, which stretch 452 meters (1,483 feet) into the sky.

Perhaps the most notable feature of the tower would be its base – designed completely from the outline of the real fingerprint of His Highness, Sheikh Mohammed Bin Rashid Al Maktoum.

A large reflective pool and water fountains will highlight the base's relaxing alfresco space and the walkable covered paths linking the tower to the array of retail outlets, the Sharaf DG Metro Station and other points surrounding the site.

The tower comes among the distinctive urban projects being set up in Dubai for the approaching expo 2020 and will be an architectural wonder that will proffer a daring new vision on Dubai's landscape.

Construction began January 31st, the same day the project was announced, with the first phase set to be completed by 2023. The new mega-project is arguably Dubai's biggest architectural marvel yet, which will offer the highest standard of luxurious homes, office spaces, and hotels while arousing more curiosity and intrigue from residents and tourists alike.

*Skidmore, Owings & Merrill is the architect and structural engineer of the building, also designer of the master plan of Downtown Jumeira. With a portfolio spanning thousands of projects across 50 countries, SOM is one of the largest architectural firms in the world. Their primary expertise is in high-end commercial buildings including Burj Khalifa - the world's tallest building - 152 story-tower soaring 828 meters above the metropolis of Dubai.*

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