

ADVERTISING

Integral House enters real estate market with brand alliances

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Steinway and Sons in the Integral House

By NANCY BUCKLEY

Sotheby's International Realty Canada has teamed with several luxury brands to present Toronto's famed Integral House to potential buyers.

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Luxury Daily

The Integral House celebrates architecture, music and performance and is constructed in the shape of an integral mathematics symbol. Brands such as BMW, Steinway & Sons and other have joined Sotheby's in the presentation of the property that includes architecture, math and art to create a unique luxury property.

"[The brands] represent the lifestyle and tastes of the future owner," said Courtney MacNeil, director, brand alliances, marketing and PR, at [Spafax](#). "The brands that were invited to participate in the VIP preview event were hand-picked to reflect a refined and elegant sense of personal style, intended to help bring the property to life as both an entertainment space and a home."

The event was created by Spafax.

Math and real estate

Sotheby's International Realty's Trilogy Team is presenting the house as it is on the market

for the first time ever. James Stewart, a Canadian mathematician, constructed the plans for his Integral House and made his name public to those outside the math world.

Mr. Stewart passed away last December after a battle with cancer. His home was placed for sale with the expectation that the proceeds from the sale will go to organizations he had supported during his life. He is known for devoting his life to music and once said, according to [The Globe and Mail](#), “I finally decided it would be better to be a mathematician whose hobby is music than a musician whose hobby is mathematics.”



Canadian Opera at Integral House

The Integral House’s entrance to the real estate market drew attention from fans and academics of Mr. Stewart’s life works. Listed for approximately \$23.3 million, the potential buyers for this home are affluents.

Inside the home there are performance areas and upper-level dining and living rooms that can serve as balconies during performances.



BMW i8 at Integral House

BMW Canada was one of the brands interested in being connected to the house by parking an i8 in the driveway and shuttling guests in a 7 series to and from the house.

The Canadian Opera Company and Steinway & Sons provided two opera singers and pianists to perform in the home's concert hall during the evening.

Nespresso Canada, Birks, Flow Water and Yorkshire Pudding Company also joined in for the home's showcase.

"The event was designed to build visibility for the property among a very specific target audience," said a member of the Sotheby's International Realty Canada sales team. "Having top-tier brands involved in the evening helped attract VIP guests, and reinforced the unique and exclusive nature of the experience. It made for a very memorable evening."

This entrance to the real estate market comes in the wake of Sotheby's International Realty Canada prediction of the Greater Toronto Area leading the country's top real estate this spring, especially considering its low lending rates and consumer demand outpacing real estate options.

Single-family homes, especially those in the \$1 million marketplace, are in demand in urban areas around the country, so residences for sale see high traffic and numbers as affluent consumers outbid one another. Understanding residential real estate trends give luxury marketers the opportunity to take note of where affluent consumers reside and the economical trends of an area ([see story](#)).

Real estate does not stand alone

Luxury real estate properties are increasingly becoming reliant on other luxury items, such as brand or art pieces, to sell properties.

For instance, since New York's luxury real estate prices and art sales both saw an increase in 2014, integrating art into the city's residences is likely to add to the value of both the artwork and property.

British artist Patrick Morgan and luxury condominium residence 325 Lex have joined forces to assimilate Mr. Morgan's watercolor renderings of the building into its marketing materials. The property's use of Mr. Morgan's paintings adds a greater value to its advertising campaign and creates a unique collector's item for the building's founding ([see story](#)).

Also, auction house Sotheby's presented its second annual Designer Showhouse in New York to feature the talents of interior designers in the area and meld real estate with art.

Thirteen interior designers and design firms will showcase their personal styles through objects from Sotheby's different design departments. When potential buyers view a home, often the owner's design taste overpowers the property, but by having a public showing of both Sotheby's art options and interior designers' work, potential buyers will be able to gain an understanding of the design options available when purchasing a new property ([see story](#)).

Integration of art into a home is becoming the norm for luxury properties and will likely

be expected in sales to come.

"As the highest priced listing in the city, The Integral House is the pinnacle of luxury in Toronto's real estate market," Spafax's Ms. MacNeil said. "It is a piece of art in and of itself, and an example of best-in-class architectural craftsmanship and design.

"As such, a partnership with The Integral House is a highly desirable association for any luxury brand, and particularly for those with a connection to the cultural space," she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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