

FINAL: October 30, 2012

KING BLUE SETS THE STAGE FOR THEATRE MUSEUM CANADA

When King Blue Condominiums takes its place in the Toronto skyline at the corner of King Street West and Blue Jays Way, it will house a unique component to which no other condo development in the country can lay claim — it will be home to Theatre Museum Canada (www.theatremuseumcanada.ca)

It's a perfect fit for the Entertainment District, one of the city's most vital neighbourhoods, legendary for extraordinary dining, shopping, and its contribution to live theatre — Toronto is the third-largest home of live theatre in the world, after only London and New York.

So far, Theatre Museum Canada has hosted exhibits in temporary, borrowed locations and online, which makes it particularly exciting to find a home.

“When we were dreaming of a permanent location, we thought how great it would be to be in a place families and tourists were interested in visiting,” says Theatre Museum Canada Executive Director Michael Wallace. “To be part of all the activity that goes on in the Entertainment District, all the excitement along John Street, so close to these historic theatres, is very exciting.”

Theatre Museum Canada's space will comprise a ground-level lobby off King Blue's animated central courtyard and a second-floor exhibit space. The second-floor space is distinguished on the exterior by contrasting framing that wraps the corner, and pays homage to the historical Westinghouse building whose façade is incorporated into King Blue.

“It's a gorgeous, striking addition to downtown,” Wallace says of the distinctive two-tower design. “It's another facet of an artistic neighbourhood.”

King Blue’s residents, and visitors to Toronto alike will find that the Museum is literally “a front door into theatre in Toronto,” Wallace says. “It’s an extraordinary opportunity for us to bring in year-round programming that ties into school curricula, and builds off of all the fantastic theatre that’s happening in the city of Toronto.”

To find out more, visit www.kingbluecondos.com or call 416-599-1355. Follow King Blue on Twitter @Kingbluecondos