

FORMA INSIDER

ISSUE 01



We're thrilled to bring you the inaugural edition of the Forma Insider, a new way to stay connected with the exciting progress of your future home.

Designed by the legendary Frank Gehry and developed by Great Gulf, Dream, and Westdale, Forma is steadily rising to become a bold new landmark in Toronto's downtown skyline.

This newsletter is your source for updates, construction milestones, and a closer look at the people and ideas shaping this iconic development.

Thank you for being part of the Forma story. We're so glad to have you with us.

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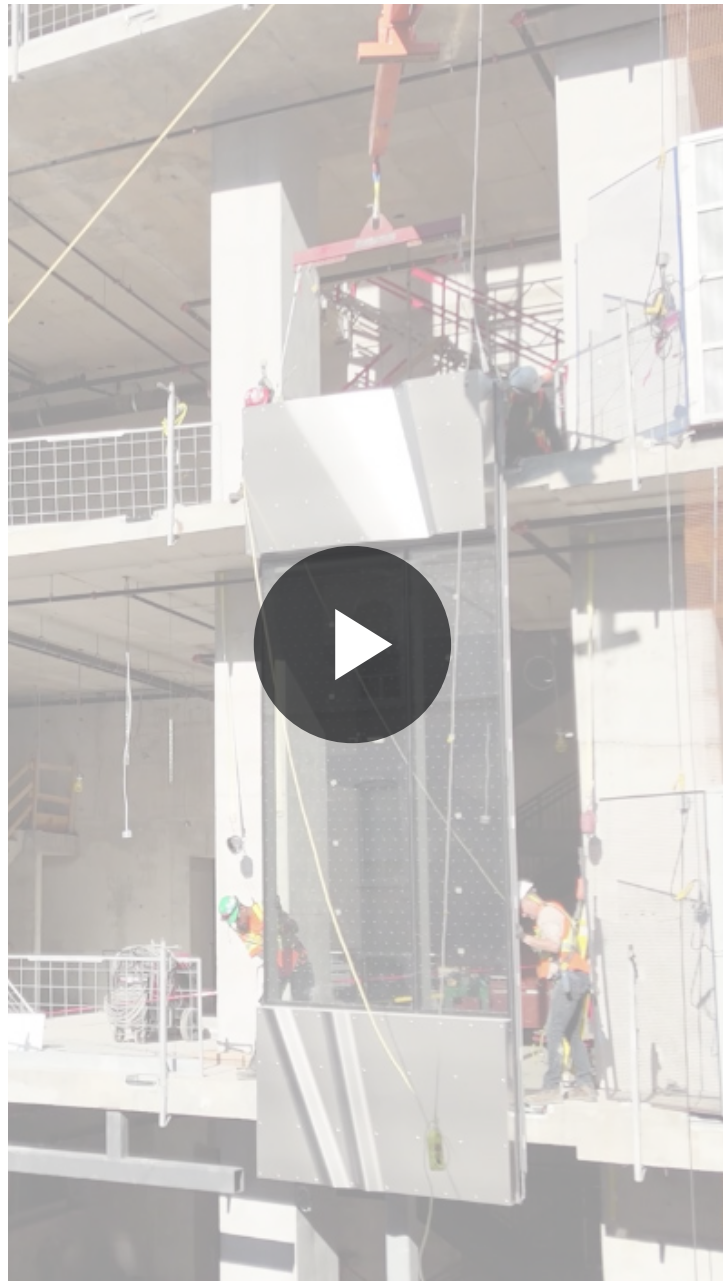
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Construction Update:

A Sculptural Landmark Taking Shape

WE'RE EXCITED TO SHARE THE LATEST CONSTRUCTION PROGRESS AT FORMA.

Rising higher every week, Forma is quickly transforming Toronto's skyline into a living work of art. Construction has now reached Level 21, marking another milestone in the creation of this architectural icon by Frank Gehry.



A MASTERPIECE IN MOTION

The building's striking façade is now being installed and bringing Gehry's sculptural vision to life before our eyes. Each stainless-steel panel catches the light in a new way, mirroring the energy and movement of the city below.

Every façade panel is hand-formed in Italy by the artisans at Permasteelisa, world-renowned for their precision and craftsmanship. Fully assembled, these bespoke pieces travel across the Atlantic to arrive onsite ready for installation. The result: a seamless blend of artistry, engineering, and innovation that reflects both the skyline and the spirit of Toronto.

THE VISION UNFOLDS

As the tower continues its vertical ascent, each new level brings us closer to unveiling a one-of-a-kind landmark, a building that doesn't just stand in the city, but reflects it. With its luminous, stainless-steel exterior now emerging, Forma is set to redefine what it means to live at the intersection of art and architecture.

STAY TUNED, FORMA'S EVOLUTION IS ONLY GETTING MORE SPECTACULAR.

What's Happening Around Forma

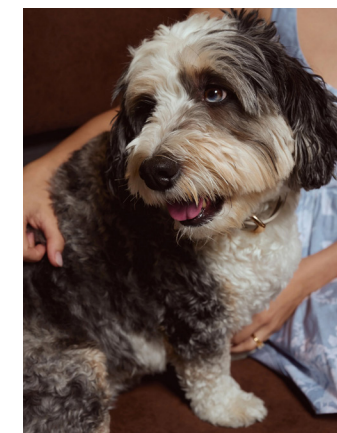
Barks, Bites & Bright Lights

There's an unmistakable buzz in King West as the neighbourhood continues to be one of Toronto's most dynamic cultural hubs. From innovative dining to world-class events, there's always something new to experience, especially for future Forma residents who will soon call this vibrant community home.

VINNY TORONTO - RESTAURANT & VINYL BAR

480 King Street West
647 660-0999 vinnytoronto.com

Vinny Toronto is a new restaurant and vinyl bar just down the street from Forma at 480 King West. The restaurant blends globally inspired dining with curated DJ sets in a luxe, retro-infused space. With velvet textures, moody lighting, and floor-to-ceiling shelves of classic records, Vinny offers a nostalgic nod to the golden era of analog sound in a setting that feels both timeless and fresh. Sip on cocktails named after iconic tracks and lose yourself in the rhythm, just steps from Forma's future front door.



HOUND HOUSE - TORONTO'S CANINE SOCIAL COLLECTIVE

501 Queen Street West
647 956-0421 houndhouseto.com

Just a 12-minute walk from Forma, Hound House is Toronto's first canine social club designed for both people and their pups. This unique space features an indoor off-leash dog park, supervised playtime, co-working areas, a café, and even grooming services. Whether you want to work with your dog by your side, enjoy a latte while they play, or drop them off for daycare, Hound House blends convenience and community. Perfect for downtown dog owners who want more than just a park.

STAY TUNED FOR MORE INSIDER SCOOPS ON THE NEIGHBOURHOOD'S BEST NEW BARS, RESTAURANTS, GALLERIES, AND CULTURAL HAPPENINGS, BECAUSE THE COUNTDOWN TO FORMA IS OFFICIALLY ON.



Purchaser Experience: Your Design Journey Begins

From Vision to Reality: Design Appointments Are Underway

YOUR JOURNEY WITH FORMA ENTERS ONE OF ITS MOST
EXCITING STAGES: DESIGN APPOINTMENTS HAVE OFFICIALLY BEGUN!

Starting in October, purchasers have been meeting one-on-one with our Design Studio team to bring their vision to life. This is where your home at Forma truly begins to take shape. From selecting flooring and cabinetry to exploring curated palettes and upgrade options, every choice reflects your personal style and transforms your suite into something uniquely yours.

EXPERIENCE THE FORMA SALES GALLERY

All appointments are taking place in our Forma Sales Gallery, a stunning space that many purchasers may be visiting for the first time. During your appointment, you will not only make design selections but also have the opportunity to experience the remarkable Frank Gehry exhibit, an inspiring showcase of the architect's creative process and vision behind this landmark project. It is the perfect setting to imagine the artistry and craftsmanship that will define your future home.

Keep a lookout for an email in your inbox from **formadecor@greatgulf.com** with your appointment details and next steps.

WHAT TO EXPECT

Appointments are being scheduled floor by floor, beginning with the lower levels and moving upward through the building. If you have not been contacted yet, do not worry, our team will be reaching out soon to schedule your appointment.

During your session:

- You will be guided by a professional design consultant every step of the way.
- You will have access to a range of premium finishes and upgrades tailored to Forma's elevated aesthetic.
- You will be introduced to an interactive digital tool, allowing you to preview and experiment with finishes from home.



Please make sure your contact details are up to date so you do not miss any important communications.

Your future home at Forma is coming to life, and soon it will be a perfect reflection of you.



Inside the Vision:

The People Shaping Your Forma Experience

AT FORMA, YOUR HOME IS MORE THAN A SUITE—IT'S A PROMISE.

Every detail of Forma is shaped by a deep commitment to creating a place you'll be proud to call home. From the earliest design sketches to the final touches, this iconic project is being brought to life by a team driven by purpose: to deliver a residence that reflects the legacy, beauty, and innovation of Toronto's evolving skyline.

The collaboration between Great Gulf, Dream, and Westdale Properties is rooted in a shared vision—to build something extraordinary for you. This partnership has brought together experts in development, design, construction, and customer care, all working with one goal in mind: to ensure that Forma is not only architecturally stunning, but also thoughtfully crafted for the people who will live there.

Every structural element, every material choice, and every design decision is made with care and precision, because we know this isn't just a building—it's your future home. Our passion lies in the process, in the pursuit of excellence, and in the belief that you deserve nothing less than exceptional.

In the coming editions of this newsletter, we'll introduce you to some of the individuals whose dedication is helping shape Forma. Their stories reflect the heart of this project—and the pride we feel in building something truly meaningful for you.



FORMA



We're Here for You

Have questions? Curious about timelines and next steps?

Our dedicated Customer Care team is here to support you every step of the way. Whether you need help updating your contact information, accessing important documents, or preparing for your next milestone, we're just an email away.

Contact us at:
hirisecustomer care@greatgulf.com

We're here to support you at every stage of your Forma journey.

