

**WE'RE IN THE FIRST EARLY DAYS IN THIS WHOLE PROGRAM. WAIT FOR TWO MORE YEARS WHEN PEOPLE ARE SAYING 'I'M SELLING MY ENERGY STAR HOUSE.' [THEY'LL] GET A PREMIUM.**

**— SEAN MASON, MASON HOMES**



**PINNACLE CENTRE**  
AT BAY, HARBOUR & YONGE



Life in the city is looking up for 2006



*Toronto's First Choice for Unparalleled Condominium Living*

## Move in early 2006 and Live at the Centre of it all

- 2 Storey Hotel Style Lobby
- 24 Hour Concierge
- Exclusive Pinnacle Club • 70' Lap Pool
- Hot Tub, Steam Room & Sauna • Fitness Centre
- Running Track & Tennis Court
- Guest Suites • Business Centre

Visit the 4 decorated model suites

*Sales Centre and Model Suites located at the northeast corner of Bay & Harbour Streets.*

*Complimentary parking provided on-site.*

*Open noon - 6pm daily*

Starting from

**\$179,900**

**HOTLINE 416.925.3325**  
**WWW.PINNACLECENTRE.CA**



*Prices and specifications are subject to change without notice. E. & O.E.*



MALCOLM TAYLOR FOR NATIONAL POST

EnerQuality's Lenard Hart, left, and Sean Mason of Mason Homes recognize the need for and benefits of energy efficiency in homes.

## Higher fuel costs an incentive

### ENERGY

*Continued from Page PH1*

That efficiency also means personal savings on energy bills. An Energy Star home can cost 40% less for energy than a traditional house, resulting in \$60 to \$80 worth of savings on utility bills each month. "That only gets better as fuel costs go up," Mr. Hart says.

For builders, though, construction costs for an Energy Star home are higher than for a traditional house, so most of those who have joined the program offer Energy Star as an option only, charging between \$5,000 and \$12,000 for the designation. That covers the added expenses of the individual energy-saving components — from the furnace and air conditioner to the added insulation.

"There is an increased capital cost," says Don Pugh, vice-president of low-rise construction for The Daniels Corp., which is building homes at its FirstHome Erin Mills project in Mississauga to Energy Star standards. "Where we think the payback comes in is obviously the energy

savings."

And some buyers are recognizing that those savings — even when they come with an added upfront cost — are worth it. At Reid's Heritage Homes, where Energy Star is offered as an upgrade, fluctuating energy costs in the wake of Hurricane Katrina were a catalyst for buyers turning to Energy Star homes.

"I think initially the first reac-

### 'PAYBACK IS QUICK COMPARED TO A LOT OF UPGRADES'

tion is saving the money," says Andy Oding, manager of product development for Reid's. "Payback is really quick compared to a lot of upgrades in a house. I think the environmental consciousness is a part of it, but I don't think that's the main factor."

No matter the reason, says Mr. Oding, Energy Star is catching on.

At Reid's, even purchasers who don't choose it often decide

to introduce some of its energy-efficient components, recognizing the benefits of a higher-efficiency furnace or Energy Star appliances. While those purchasers won't get Energy Star certification for their houses, they will get some of the savings. "I think people realize the benefits that are involved," Mr. Oding says.

With time, more buyers will come to understand those benefits, adds Mr. Mason.

Earlier this year, Mason Homes was awarded 2005's Energy Star Industry Leader Award by EnerQuality. Already, more and more developers are introducing Energy Star to their communities, including such big-name builders as Daniels, and Mattamy Homes, which announced in January that it was introducing Energy Star houses to its Hawthorne Village community in Milton.

"We're in the first early days in this whole program," Mr. Mason says.

"Wait for two more years when people are saying 'I'm selling my Energy Star house.' [They'll] get a premium."

*National Post*

## DESIGN ICONS

*A regular feature in which Lee Jacobson recounts why an accessory or piece of furniture has become a classic.*

### SUPERLEGGERA, BY GIO PONTI, 1957 *Manufactured by Cassina*

#### WHO

As an architect, painter, product designer and the founder and long-time editor of the influential magazine *Domus*, Gio Ponti was the godfather of Italy's post-war design renaissance. It's surprising he is not better known, as his voluminous, versatile and dazzling design output touched everything from such buildings as the famous Pirelli Tower in Milan — one of Italy's first skyscrapers — to ship interiors, Murano glass and inventive tableware for luxury ceramics manufacturer Richard-Ginori. But Ponti was wary of design trends and never espoused any particular stylistic movement. Instead he declared, "Industry is the style of the 20th century, its mode of creation."

#### WHAT

One of Ponti's most famous designs, the Superleggera (Super Light) chair, simultaneously pays homage to folk traditions and the possibilities of industrial mass production. Intrigued by the chairs manufactured by artisans near the Italian town of Chiavari (still the home of a thriving chair industry), Ponti's

version, with its ash frame and woven rush seat, is so light that early ads featured a small child holding the chair in one hand. At the same time, by retaining the rails and structure of its ancestor, the chair is incredibly strong and stable.

#### WHY

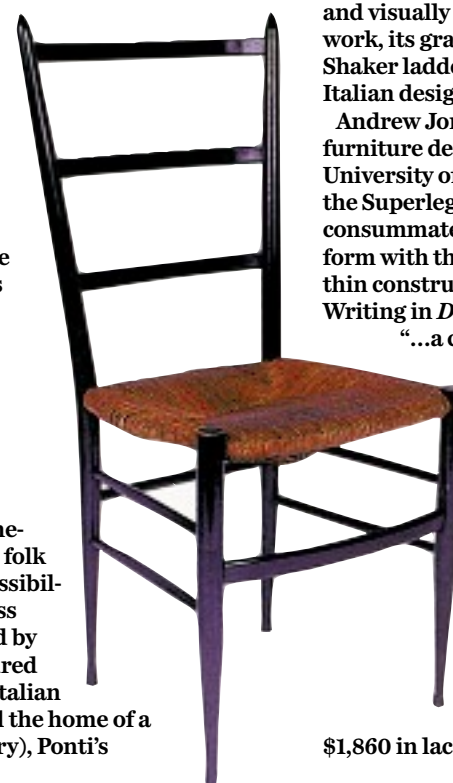
With its black frame and light-coloured woven seat, the Superleggera is physically, poetically and visually light. Typical of much of Ponti's work, its graphic profile is both reminiscent of Shaker ladderback chairs and a perfect example of Italian design of the "dolce vita" 1950s.

Andrew Jones, the well-known Canadian furniture designer and a lecturer at the University of Pennsylvania, has long admired the Superleggera as a "brilliant and consummate chair that combines traditional form with the design potential of impossibly thin construction made possible by technology." Writing in *Domus*, Ponti called the Superleggera "...a chair-chair, modest, without adjectives. Our chair, which has

grown up alone as an anonymous, innocent virgin, has been progressively admitted ... as the true traditional chair." Ah, those Italians! When was the last time you heard anyone call a piece of furniture an "anonymous, innocent virgin"?

#### WOW

The Superleggera is available at Italiinteriors, 359 King St. E., 416-366-9540 ([italinteriors.com](http://italinteriors.com)), for \$1,860 in lacquered black.



*Lee Jacobson is trained as an architect and was a founder of The Design Exchange*