

# MIZRAHI KHALILI BRING BACK OLD-WORLD CRAFTSMANSHIP AND SERVICE



Sam Mizrahi works to superior international certifications and processes no other builder in Canada has.

Who would have thought that a romantic night out in Paris would have turned into the inspiration for a way of living in Toronto? But that's exactly what happened when Sam Mizrahi was sitting with his wife in a restaurant he knew in Paris. Right in the heart of the city, it had a serene interior that allowed for the private moments of life to unfold.

Some buildings have it, and others don't: a sense of place that expresses a complexity of human emotions – the desire for protection, the need for intimacy and an escape from the outside world, the urge to dream. It's why Mizrahi Khalili believe that some buildings, even new ones, have an old soul. And it's what they brought to their vision for 133 Hazelton, their landmark mid-rise building in the heart of Toronto's Yorkville neighbourhood.

In collaboration with Page + Steele architects and Brian Gluckstein, an internationally recognized designer, Mizrahi Khalili are bringing back old-world grace and craftsmanship. "We seek out the best in their field and work with them to create a building that exemplifies old-world attention to detail and thoughtfulness," says Mizrahi. "The creation of a classic building, one that will be as beautiful today as it will be in generations to come, is a real challenge. That's why you don't see many of them."

Mizrahi Khalili understand the power and significance of home. "The whole spirit of existence and lifestyle can be represented by a building. You get it in a blink," he explains, seated in the Presentation Gallery for 133 Hazelton, which offers 35 luxury residences and three exclusive townhomes. "It's an instinctive,

gut feeling, and that's what we always aim to create. We want home-owners to feel that this is a place that represents their family, what they've worked for, and the places in the world that they have traveled to and love."

Attention to detail is something Mizrahi admires. Dressed in a tailored suit, the father of two young children is a combination of infectious enthusiasm and professional discipline. From an early age, growing up in Toronto, he has been an entrepreneur who knows the importance of understanding customers, anticipating their needs even before they express them, and delivering a product that exceeds their expectations. He understands that it's not just about what you build, but how you treat people. And he doesn't just make promises. He initiated a management system that holds his company to an international standard of excellence, dictated by a group of professionals based in Switzerland, a country known for its love of precision.

One of the first things Mizrahi Khalili did was become an ISO 9001 registered builder, the equivalent of being part of an old-world guild of craftsmen and builders who believe in the same level of precision and accountability, who adhere to the idea that the built environment is both a science and an art. The ISO 9001 certification involves a rigorous monitoring process that no other builder in Canada has. And it's no wonder. Few would want the scrutiny. It necessitates regular auditing of management and accounting processes by an outside authority as well as customer satisfaction questionnaires at every step of the project. If you don't measure up, your registration is revoked.

"Sam Mizrahi is one of those rare people. We have worked with him for twelve years, and without a doubt, he is a visionary, someone who clearly sees the future and how he wants to do things differently," says Robin Conway, president of ISODOC. "His attention to detail is immaculate, and he evolves everything he does around customer satisfaction."

In addition, Mizrahi Khalili qualified for GreenHouse certification, which means they build according to painstaking environmental practices. Their Energy Star certification requires them to build homes with maximum energy efficiency in its cooling and heating systems. They also offer the Taron guarantee, a protection for owners of newly-built homes that safeguards them against problems in materials or construction.

"I believe that part of that instinctual feeling people can get in a building is not just because of what they see, but also because of what they don't see," Mizrahi explains.

It's about excellence inside out.

But the technical qualifications would mean little if they weren't paired with a devotion to the best architectural nuances and the most captivating design influences. "I figure I must have hundreds of pictures of doors on my smart phone," he says, laughing at his own obsession for finding just the right design features for his buildings. At 133 Hazelton, the vision was to create a streetscape that gave the impression the building had always been there and was part of the heritage of the mid-town neighbourhood.

In addition to paying attention to architectural detail, Mizrahi Khalili put an emphasis on service: how a good concierge behaves with discretion and why it's important that part of the experience of living at 133 Hazelton involves a highly-trained, uniformed staff who know you and your family. A concierge service on duty 24/7 is situated in the two-level atrium foyer with marble floors, and there are amenities perfectly suited to the needs of home-owners: a private theatre, a fitness retreat, an entertainment suite, both intimate and grand, including a dining room with catering kitchen and guest accommodations.

In the restaurant in Paris, Mizrahi's eye for detail also noticed the colour of the walls: a soft, bluish grey. "I found out the exact hue and sourced it here in Toronto," he adds. "Notice the serenity it creates?" He points to the colour of the walls in the Presentation Gallery for 133 Hazelton, where the coffered ceilings, tall, sound-proof windows and curvilinear walls hold the visitor in a cocoon of comfort.

"One thing Mizrahi Khalili understands well is that people rarely remember what you say. But they remember how you made them feel," he says in conclusion. "And we want our buildings to immediately make people feel good."

Inspiration for the interiors of 133 Hazelton comes from a lifetime of travel and appreciation for some of the world's most beautiful architecture and design.

