

## A condo building that doesn't suck

5 days ago by [Josh Kolm](#)

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Condominiums. Harbingers of gentrification. Stuffy fortresses for the middle class. Distributors of stylish t-shirts.

East United Condos worked with agency Blackjet on a series of posters and t-shirts that look to dispel many of the pre-conceived notions people have about the developments. Located near the corner of King and Berkeley in a historic neighbourhood of Toronto, the building maintains the historic brick facade of the old Cristie, Brown & Co. stables and looks to celebrate the area's history, foster a sense of community pride and support the area's businesses. Besides communicating that in posters, the t-shirts all feature slogans that profess love for the things like craft beer, urban biking and organic eating. Anyone that registers their interest in one of the condos receives a free t-shirt with one of five slogans on it. Those same shirts were also pinned to posters in the neighborhood and, on the chance the shirts were stolen (they were totally stolen), they revealed a new message underneath encouraging people to get their own shirt by registering.

### Credits:

Brand: East United Condos

Agency: Blackjet

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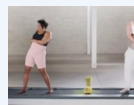
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