SIMPLICITY WITH ORIGINALITY

A revolutionary concept drove the creation of Pure — *biophilic* design. It's an approach that seeks to create engaging connections between people and the natural world. Humans are living things, after all, and we need our homes to be alive too. When done well, biophilic design increases our sense of physical and mental well- being by surrounding us with organic materials, lush landscaping, and evergreen views.

Pure has infused its homes with biophilic design inside and out. Its emphasis on sustainability, cleaner internal air, natural lighting and temperature and acoustic comfort have been prioritized. And patios and rooftops have been designed as serene outdoor nests, spaces so tranquil you may forget you're in the midst of a bustling international city.

Biophilic -inspired design increases our sense of physical and mental well- being

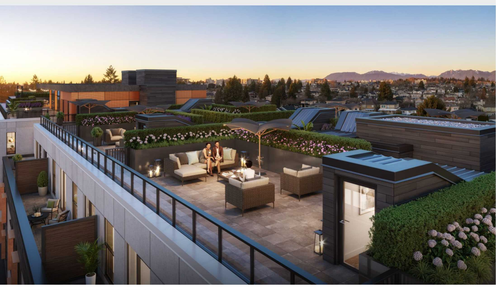
Coming natural colour palettes to make living at home feel good

Coming home never felt this good

Comfort and functional design have been prioritized above all else. Homes offer two nature infused colour palettes inspired by water and earth that give interiors a warm, seamless feel.

And Pure's flexible living spaces transition beautifully to their oversized outdoor rooms where sunshine and fresh air await.

Download Features →



Large patios and balconies create homes in harmony with the outdoors

Smart islands are adaptable for work, school or mealtime2and perfect for multi-purpose living

Breathe easy with natural materials & low VOC materials

Leading technology: To ensure our indoor air is cleaner and the temperatures are spot on

PRESENTATION CENTRE NOW CLOSED

Presentation Centre
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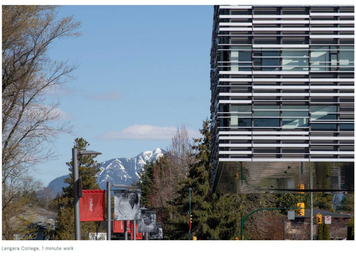
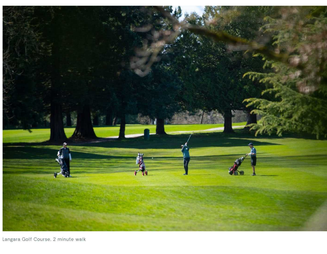
A VIBRANT CITY BY NATURE

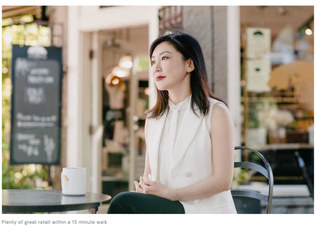
Vancouver's West Side offers a truly balanced way to live. You can connect to the great outdoors in seconds by walking along the Langara Trail or down one of the area's blossoming, colourful side streets. Botanical gardens and the adventures at Queen Elizabeth Park are near at hand. And when it's time for urban excitement, this neighbourhood raises the bar. From daycares and higher education to Oakridge Centre and local restaurants, everything is walkably close from the residences at Pure.



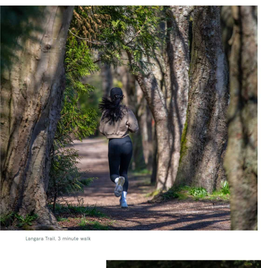
Langara College. 1 minute walk



Langara Golf Course. 2 minute walk

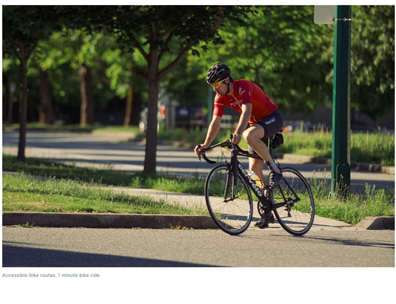


Plenty of great retail within a 15 minute walk



Langara Trail. 3 minute walk

Queen Elizabeth Park. 2 SkyTrain stops



Accessible bike routes. 1 minute bike ride

The Transformation Continues

Stroll along West 49th Avenue, and it's easy to envision how this neighbourhood will evolve into a "complete street," as described by the City of Vancouver. The expansion of Langara College and the new YMCA will bring vibrant new amenities to the area. Add to that improved pedestrian walkways, bike lanes and even more street-level shops, and Pure's neighbourhood will be the envy of them all.

Connected to all the Right Things

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LAVERN PROJECT MARKETING

TREE EARTH PROJECT MARKETING

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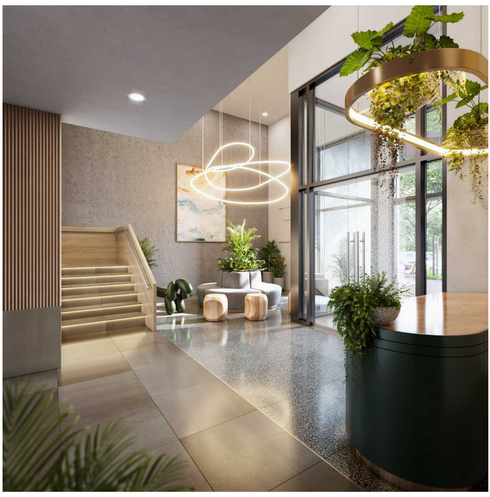
AMENITIES

Take your Zoom meetings to the next level with Pure's innovative amenity workspace pods by Framery®.

THE EXTRAS YOU'LL LOVE

Pure's amenities are uniquely designed for connection. Its rooftop features an open-air lounge and grilling area with stunning views of the North Shore Mountains by day or the warm glow of twinkie-lights by night.

Try your green thumb in the gardening plots, let the kids enjoy the natural play zone, or sit under a leafy canopy enjoying your new summer read. Or experience one of Pure's seven Framery® pods — futuristic work stations imported from Finland — for your next Zoom meeting or study session.



Front entries open into an impressive lobby filled with welcoming, natural design and a signature open staircase

Rooftop amenities include an entertaining lounge that opens onto a rooftop deck with an open air lounge

Interactive study rooms and state of the art, sound-proof work pods by Framery®

Build a sense of community and get to know your neighbours through interactive amenities like urban garden plots, kids play areas, pet-friendly amenities and welcoming social areas

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