

Transcript - CASOD

0:01 – 1:45

[Upbeat instrumental music is playing throughout the course of the video]

0:01 – 0:02

[Animated video clip: Animated letters “shopping for the perfect lifestyle?” appear on a series of colourful bags and boxes.

0:02 – 0:08

[Video clip: Text appears on a blue box overlaid on a shot of a collection of Mississauga City Centre towers. The frame changes to pan out from Square One Shopping Centre. The frame changes a third time to reveal a different view of Square One Shopping Centre.]

[Text on screen: Welcome to a new District. A growing city. A brilliant future.]

0:09– 0:14

[Video clip: A rendering of what the future Square One District will look like. The rendering shows a collection of towers from a distance and animated green space in the centre. The rendering slides over to reveal large text on a blue background]

[Text on screen: This is going to be BIG.]

0:15 – 0:16

[Video clip: A new rendering reveals a different view of Square One District, including different towers and busy streetscape. Text appears on blue box in the upper right corner.]

[Text on screen: Get ready for the largest – and most exciting - city expansion in Canadian history!]

0:17 – 0:20

[Video clip: The text remains on screen as a third rendering of Square One District is revealed. This rendering is a closer up view of towers and a red sculptural piece of public art. The text continues to remain on screen as a fourth rendering is revealed. This rendering shows people gathered around a fountain in an animated public space with balloons and tents.]

0:21 – 0:24

[Video clip: Text animates onto the screen overtop of a fashionable young couple who smile and laugh as they stroll.]

[Text on screen: LIVE. 539 new condominium suites.]

0:25 – 0:27

[Video clip: New text animates onto the screen overtop of a rendering of Square One District that shows the neighbourhood at a glance, including tall towers and green spaces.]

[Text on screen: WORK. 6,500 new jobs created in the next 5 years.]

0:28 – 0:30

[Video clip: New text animates onto the screen overtop of a rendering of Square One District that shows the red sculptural public art seen previously.]

[Text on screen: PLAY. Over 100 bars and restaurants.]

0:31 – 0:33

[Video clip: Cut to footage of Square One Shopping Centre from the exterior with a water fountain, followed by a different angle that shows Indigo and the Rec Room from the exterior of the mall.]

0:34 – 0:38

[Video clip: Cut to a series of shots of the interior of the mall which shows retailers including Morphe, Club Monaco, and then two luxury vehicles. Text animates overtop.]

[Text on screen: Shop. Over 350 stores.]

0:39 – 0:40

[Video clip: The screen is all blue with white text.]

[Text on screen: Square One District has it all.]

0:41 – 0:44

[Video clip: The screen is all blue with white text.]

[Text on screen: And so does the Condominiums at Square One District.]

0:45 – 0:51

[Rendering: The shot pans down an exterior rendering of a sleek, dark, and modern looking condo tower. At the base, street level can be seen with an entrance to the building. Text is in a blue box to the left.]

[Text on screen: Your perfect lifestyle is waiting!]

0:42 – 0:51

[Rendering: Cut to a rendering of the exterior of the building lobby, the address 395 SQUARE ONE DRIVE lives above the entranceway. Text is in a blue box to the left]

[Text on screen: Make an entrance]

0:54 – 0:57

[Rendering: Cut to a rendering of the lobby which shows a concierge with people interacting at the front desk, enjoying lounge space, and working on a laptop in a small booth. The lobby is bright with neutral tones and a modern design. Text is in a blue box to the left]

[Text on screen: Star out in style. LOBBY.]

0:58 – 1:03

[Rendering: Cut to a rendering of the gym which shows workout benches in the foreground, people exercising in the back, a man taking a sip of water and a separate room where people are playing basketball. Text is in a blue box to the right]

[Text on screen: Build a better, stronger, happier you. 1CLUB +FIT.]

1:04 – 1:08

[Rendering: Cut to a rendering of the kids zone where children and a couple parents are gathered in a bright and playful children's area with seating and room for activities. Text is in a blue box to the right]

[Text on screen: Get serious about having fun. 1CLUB +FUN.]

1:09 – 1:14

[Rendering: Cut to a rendering of the coworking area where there is a communal desk space with people on laptops and several private rooms with large glass walls along the back that show people having small meetings. The space is modern with various tones of beige. Text is in a blue box to the left]

[Text on screen: Enjoy the non-commute to work. 1CLUB +WORK.]

1:15 – 1:20

[Rendering: Cut to a rendering of the lounge area which has cushiony seating, a fireplace, high top tables and a view to the outdoor patio space. People relax in small groups or couples enjoying a glass of wine, a book and a conversation.]

[Text on screen: Relax & unwind with friends. 1CLUB +LOUNGE.]

1:20 – 1:23

[Video clip: Cut to a blue screen with large white text.]

[Text on screen: Feel connected to your home and the world.]

1:24 – 1:25

[Static Image slow pan: Cut to a fashionable young woman (the same woman from the couple shown earlier) outside the City Centre Transit Terminal. Text is in a blue box to the right]

[Text on screen: City Centre Transit Terminal. 9 minute walk]

1:26 – 1:27

[Static Image slow pan: Cut to 3 people walking through the mall (the same couple shown earlier and another young woman), they carry shopping bags. Text is in a blue box to the right]

[Text on screen: Square One Shopping Centre. 10 minute walk]

1:28 – 1:31

[Static Image slow pan: Cut to an image of a Go Train. Text is in a blue box to the left]

[Text on screen: Cooksville GO via MiWay. 17 minutes]

1:32– 1:34

[Static image slow pan: Cut to an image of a highway sign that says '401 East Toronto'. Text is in a blue box to the left]

[Text on screen: Highway 401. 9 minute drive]

1:35– 1:39

[Video clip: Cut to blue screen with large white text.]

[Text on screen: It all starts at Square One District.]

1:40– 1:45

[Rendering: Exterior shot of the Condominiums at Square One District tower.]

[Graphic: Condominiums at Square One District logo]

[Graphic: REGISTER TODAY button in red]

[URL: livesquareonedistrict.com]