



FOR IMMEDIATE RELEASE – July 18, 2018

Paradise returns to life, 2019

The iconic Bloorcourt Art Deco venue reveals plans for an innovative and intimate entertainment hub

TORONTO, ON – Currently undergoing restoration, [Paradise](#) announces its much-anticipated opening for 2019. The Art Deco and Art Moderne heritage-designated landmark will offer the ultimate in comfort and state-of-the-art technology. The renovated venue will boast a revitalized stage and cinema screen with in-seat dining on the balcony level; **Osteria Rialto**, a full-service restaurant; **Bar Biltmore**, a lively cocktail bar; and a stunning private dining area.

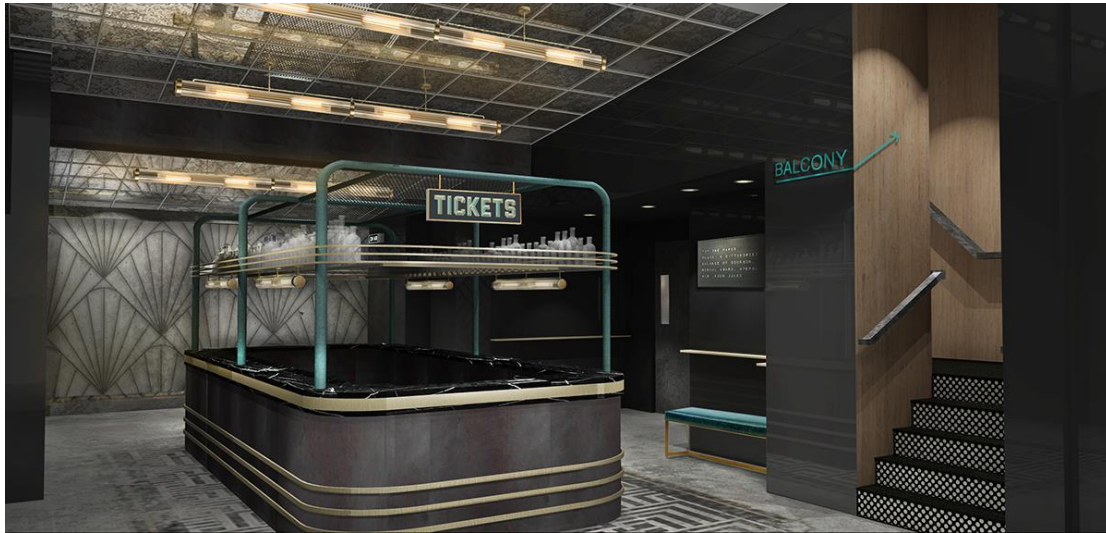
An anchor in the Bloorcourt neighbourhood, Paradise has lived many lives over the past century. The venue has long been a communal place of gathering, whether showcasing contemporary film as a neighbourhood cinema in its early days, Italian films for a local Italian audience, arthouse fare in the Festival Cinemas chain, adult films in a brief stint as “Eve’s Paradise”, and more. In its new iteration, Paradise will breathe new life to the community as more than just a cinema. The revitalized space will feature robust programming that will include newly released films, older classics and undiscovered gems, in addition to live music, comedy, talk series and multi-arts events.

“Paradise has a remarkable history and through its transformation, Toronto has a new way to connect with its past,” says **Moray Tawse, Paradise owner**. *“There’s something special about the communal experience – especially in a heritage space like this one, which has brought so many people together over the past century. I look forward to Paradise continuing this proud tradition for another hundred years.”*

ERA Architects, whose expertise lies in heritage projects, has been tasked with preserving the Art Deco façade, including the distinct ‘racing stripes.’ The rejuvenated façade will be marked with the unmistakable Paradise marquee, a replica of the

building's original 1937 sign. Architects **Ware Malcomb** are updating the historic building to be fit for the present day.

Upon entering, guests will experience a reimagined venue, taking inspiration from Paradise's past incarnations, as envisioned by multi-disciplinary creative design firm, **Solid Design Creative**. The lobby sets the mood with antique brass and mirrored ceilings surrounding the centrepiece concessions bar – its design a nod to the city, the island-style bar's brass tubing reminiscent of streetcars. In spring 2019, there is a planned lobby expansion into the building to the west.



Paradise lobby.
Rendering credit: Solid Design Creative

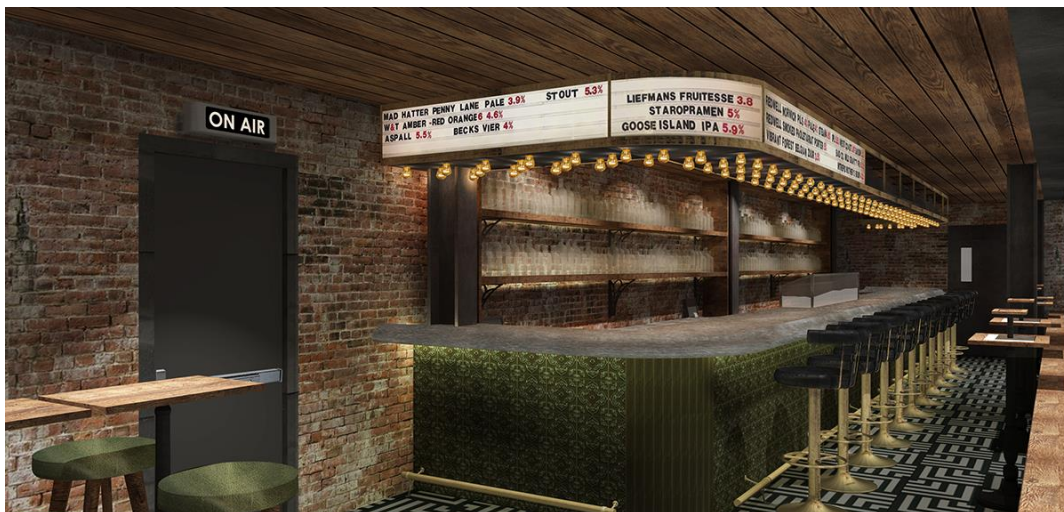
As guests move into the theatre, they're met with theatre seats from global seating specialists **Figueras**. The first five rows of ground floor seating can be folded directly into the floor, transforming the space from a traditional theatre to accommodate standing room or cabaret-style seating. On the balcony level, comfort with a touch of elegance reigns with a bar and special in-seat dining menu. Plush custom leather couch seating with built-in side tables offer a cozy atmosphere for 36 guests to enjoy an enhanced viewing experience, while 68 standing spaces are available adjacent to high-top tables along two catwalks.



A perspective look from the back of the ground level in Paradise Theatre.
 Rendering credit: Solid Design Creative

Osteria Rialto, the main floor 83-seat restaurant marries Art Deco accents with rustic wood features through custom wall treatments and hand-painted floor patterning, while the all-season restaurant patio, which holds 53 of the seats, carries a bright, fresh tone throughout that will add a renewed energy to the street level.

Bar Biltmore, the cocktail bar on the second level, plays off the original heritage brick walls, accented with antique brass and Art Deco patterned tiles for a warm and welcoming experience. A custom charcuterie and raw bar station has additionally been built into the bar. The standout custom-made marquee sign, running the length of the bar, can be seen from the street through warehouse-style windows and will act as the menu, another clever reference to the building's history.



Bar Biltmore on the second level of Paradise, which sits above Osteria Rialto.
Rendering credit: Solid Design Creative

Conceptualized by **Executive Chef Basilio Pesce** and **Bar Director Robin Goodfellow**, the food and beverage program pays homage to Paradise's storied past. Rialto offers up fresh, seasonal ingredients in dishes that innovate on classic French and Italian cuisine. Meanwhile, spritzes, sours and negronis are enjoyed alongside small bites at Biltmore.

To learn more about Paradise, two public informationals will be held at **Centre for Social Innovation - Annex (720 Bathurst St.)** on **Saturday, July 28** at **1 p.m.** and at **3 p.m.** Meet the team behind the highly anticipated revitalization and hear firsthand about the renovations, an overview of the food and beverage program and be among the first to hear about some of the events and series to be held in the coming months. To RSVP, please email alexandra@rockitpromo.com.

ABOUT PARADISE

A 1937 heritage-designated Art Deco venue in Toronto's Bloorcourt neighbourhood, Paradise reopens in late 2018 following a highly anticipated renovation. Paradise offers a unique, welcoming experience through food, drink and the arts. The complex includes: Paradise Theatre, a state-of-the-art venue presenting a curated mix of newly released films, older classics and undiscovered gems, as well as live music, talk series and multi-arts events; Osteria Rialto, a full-service restaurant offering up fresh, seasonal ingredients in dishes that innovate on classic French and Italian cuisine; and Bar Biltmore, where spritzes, sours and negronis are enjoyed alongside small bites. The building on this site has operated as a cinema since 1910, and we are proud to continue its century-long tradition of bringing Torontonians together.

Website: paradiseonbloor.com

Twitter: twitter.com/paradiseonbloor

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Facebook: [facebook.com/paradiseonbloor](https://www.facebook.com/paradiseonbloor)

Hashtag: #thisisparadise

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