

East Village

VICTORIA PARK

September 2014

EAST VILLAGE

an Exciting New Urban Marketplace & Entertainment Precinct Opening in Zetland

Located in the vibrant residential community in Victoria Park, Zetland, **East Village** is a one-of-a-kind revolutionary retail and lifestyle experience inspired by some of the worlds' leading urban market places of Chelsea Markets and Eataly in New York, Faneuil Hall in Boston and Borough Market in London. Under the leadership of Payce Consolidated Ltd, the world class architectural collaboration of TURNER, Hassell and Koichi Takada Architects will bring this exciting new retail food and lifestyle destination to Sydney from October, 2014.

Set to officially open from Wednesday 22 October, this beautifully designed urban marketplace will incorporate a full line 'new generation' **Coles supermarket** concept store; **Virgin Active Health Club**; **Audi Australia showroom**, office and service centre; My Health Medical Centre, a child care facility and an exciting specialty retail mix including artisan stores, fresh food, health & lifestyle, daily service needs, cafes and restaurants such as **Colins Butchery**, **Taste Growers Market**, **Taste Baguette** and **East Phoenix**, to name a few.

"East Village is an example of visionary and innovative urban design that reflects the attention to detail and premium quality PAYCE is renowned for. By incorporating best practice design principles from across the globe and remaining true to PAYCE's ethos of creating organic, sustainable communities that cater to the needs of the busy urban lifestyle, we are confident of delivering a landmark retail and residential precinct that leaves a positive legacy for Sydney," notes Dominic Sullivan, General Manager, Payce Consolidated Ltd.



As Sydney's most unique, inspired and integrated residential, retail and dining precinct, East Village will offer further commercial office spaces on the mezzanine levels and 206 low-rise residential apartments on the upper floors with an amazing 6,500sqm Sky Park raised six levels into the air creating an urban oasis for recreation and relaxation. Through combining the best elements of a marketplace with design and sophistication of a modern retail centre the East Village marketplace will soon introduce Sydney's new dining experience and create a community hub lifestyle and village environment for existing and future residents including the large pre-existing workers located in the area.

PAYCE is a leading property investment and development group. The PAYCE team combines talent, creativity and passion to transform places and deliver inspirational, landmark developments with community at their heart. PAYCE has been developing and creating exceptional places to live, work and play, since 1978.

East Village will be open seven days a week and located at **Cooper place, Zetland NSW 2017**

W: <http://eastvillage.com.au/>

P: 1800 888 688

Please direct all media enquiries to SBPR: 02 9281 1692

Rachel Cameron – rachel@sbpr.com.au

Sophie Foster – sophie@sbpr.com.au