



Media Release

TWO PAYCE PROJECTS WINNERS AT SYDNEY DESIGN AWARDS

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For immediate release

Two PAYCE projects have taken out major awards in this year's Sydney Design Awards announced on Wednesday 20th August.

East Village at Victoria Park in Zetland won the Architecture-Mixed Use Constructed category and Washington Park in Riverwood won the award for Urban Design.

All five PAYCE projects entered in the awards were named Finalists in their respective categories.

PAYCE's Managing Director, Brian Boyd said the industry's recognition of both projects was much appreciated.

"It is exciting to see PAYCE recognised for both design innovation and urban renewal. Both East Village and Washington Park are quite unique projects in their own way. East Village showcases a unique residential and retail environment while Washington Park marks a defining transformation of a suburb," stated Mr Boyd.

Accepting the award for East Village, PAYCE's General Manager, Dominic Sullivan said the project is a landmark development, offering not only premium accommodation, but a unique urban marketplace featuring over 50 providers, restaurateurs and specialist retailers.

East Village which comprises 206 apartments and over 32,700 square metres of retail and commercial businesses will be officially opened this coming October.

"Residents who are due to move in shortly will enjoy a special lifestyle in a relaxing and warm environment and at the same time feel they are part of a village community with a one of a kind shopping centre located just below," he said.

"The residents will also have their own private sky park covering 6,000 square metres to relax in and enjoy with family and friends.

"East Village is an important project in the new suburb of Victoria Park, which is well on the way to realising its objective as a vibrant, modern destination with a great sense of community," he said.

Mr Sullivan said Washington Park was equally deserving of its award for Urban Design.

"This is a successful public-private partnership between PAYCE and the NSW Government that has breathed fresh, new life into the area," he said.

"Washington Park is an innovative residential concept, providing a mix of social and private accommodation."

"The project is a showcase for how master-planned urban renewal projects can revitalise an area and bring communities closer together," Mr Sullivan said.

The estate presently comprises five buildings, each with its own character, surrounded by extensive parklands and a garden plaza.

The first two buildings were completed earlier this year and the first two private developments have been sold out and are currently under construction.

"Ultimately, it is planned to have approximately 750 apartments across three stages, integrated into a very inclusive community, with a range of community facilities and activities available to all residents," Mr Sullivan said.

Mr Boyd said Washington Park is now widely recognised as a model in urban renewal and has attracted the attention of jurisdictions from interstate and overseas.

"The Riverwood community have shown its full and ongoing support, which has been a major contributing factor to the overall success of the project," he said.

"A recent community open day on the site attracted over 1,500 local residents of all ages and cultures who enjoyed a day of entertainment and activities and appreciated the opportunity to meet neighbours and make new friends," he said.

The Sydney Design Awards, run by design100, is part of a collaborative platform of award programs run across Sydney, Melbourne, London and New York. Developed with the aim of celebrating the courage and innovation of those who commission design, along with those who create it, the program works to support the world's creative minds and organisations with the aim to accelerate the transformation to a design-led marketplace.

The Awards were judged by an expert design panel, members of the design industry and included input from 20,000 public votes lodged by the marketplace.

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