



# Media Release

## **EAST VILLAGE JOINS IN THE CHINESE NEW YEAR CELEBRATIONS**

Victoria Park, Sydney  
16 th February 2015.

East Village's exciting new retail centre in Zetland will be the focus of four days of fun and activities this week, with local residents and visitors to the centre invited to join in the free festivities to mark the Chinese New Year – the Year of the Sheep.

Located in the vibrant residential community of Victoria Park, East Village is a one-of-a-kind revolutionary retail and lifestyle experience inspired by some of the world's leading urban marketplaces of Chelsea Markets and Eataty in New York, Faneuil Hall in Boston and Borough Market in London.

Commencing on Monday February 16 and running through to the New Lunar Year on Thursday February 19, there will be daily activities for everyone visiting the centre to enjoy.

The main event will take place at 6.30 pm on Tuesday February 17 when a ceremonial dragon will wind its way through the centre, before the festivities conclude with a spectacular cultural performance.

Throughout the four days, specially baked fortune cookies will be handed out to visitors and shoppers, with some cookies containing instant prizes courtesy of the centre's local retailers. Customers can 'Check in' at East Village, 'Tag' or 'Share' the post with a friend on Facebook to receive a cookie.

There will also be cooking demonstrations by East Village retailers and visitors will be invited to sample a range of tasty treats.

Within the centre there will be large traditional Chinese lanterns hanging at various locations and the garden beds at the main entrance will be festooned with lanterns to capture the festive mood.

PAYCE's Managing Director, Brian Boyd said it had become a great tradition in Australia to celebrate the beginning of the new Lunar Year and he was thrilled to have East Village join in the festivities.

"East Village retail is a neighbourhood marketplace with a global perspective," he said.

"We have combined the best elements of a marketplace with design and sophistication of a modern retail centre and equally important a place for the community to meet and enjoy its friendly, village atmosphere.

“Since opening in October last year, East Village has become a vibrant and inclusive community where cultural heritage and lifestyle is celebrated and respected,” he said.

“This week’s Chinese New Year celebrations are a wonderful way for people to share in the traditions and cultures of other places,” Brian Boyd said.

PAYCE General Manager, Dominic Sullivan said East Village marketplace had quickly established a reputation for great experiences and he was anticipating more special occasions, like the Chinese New Year, to be celebrated across the centre in the future,” he said.

“East Village is an example of visionary and innovative design that reflects the attention to detail and premium quality PAYCE is renowned for and its focus on community inclusiveness.

“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 a busy urban lifestyle, East Village has quickly become a landmark retail and residential precinct which is attracting interest and patronage from all over Sydney.

“As Sydney’s most unique, inspired and integrated residential, retail, dining and leisure precinct, East Village also offers commercial offices and 206 low-rise residential apartments on the upper levels with a spectacular 6,500 square metre urban Sky Park for residents to relax in and meet with neighbours, friends and family in the park-like setting.”

## **About East Village**

East Village is a collaborative effort inspired and led by PAYCE, along with award-winning architectural and design teams from Turner Studio, Hassell and Koichi Takada Architects.

East Village incorporates a full-line ‘new generation’ Coles supermarket as anchor tenant, Virgin Active Health Club, Audi Australia offices and service centre, My Health Medical Centre, a child care facility and a retail mix of artisan stores, fresh food, health and lifestyle, daily service needs, cafes and restaurants such as Colin’s Butchery, Taste Growers Market, Taste Baguette and the 600 seat East Phoenix Chinese restaurant.

East Village has already won a number of industry awards, including the top award for Mixed-Use Architecture in the 2014 Sydney Design Awards and a Commendation Award for Design and Innovation in the 2014 Urban Development Institute of Australia (NSW) Awards.

## **About PAYCE**

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.