



## **MEDIA RELEASE**

# **East Village wins three prestigious Asia Pacific Property Awards**

***April 12, 2016 : PAYCE Headquarters, Sydney NSW.***

PAYCE's East Village mixed use development in Zetland has taken out three international industry awards in this year's Asia Pacific Property Awards competition.

The highly successful East Village project won Highly Commended for Mixed Use Development, Mixed Use Interior, and Development Marketing against entrants from 25 countries across the Asia Pacific region.

The awards were judged by an independent panel of 70 industry professionals. Judging focused on design, quality, service, innovation, originality and commitment to sustainability.

The awards were presented at the IPAX Asia Pacific Show on 8 April 2016 in Kuala Lumpur.

The growing list of awards for East Village includes Development of the Year at the 2015 Urban Taskforce Awards, Best Retail and Commercial Development in NSW and ACT in the 2015 UDIA Awards, Best Retail Project in the 2015 national Interior Design Excellence Awards and Gold winner in the Architecture-Residential-Constructed category at the 2015 Sydney Design Awards.

Since its official opening in October 2014 by Sydney Lord Mayor, Cr Clover Moore and PAYCE General Manager, Dominic Sullivan, the East Village marketplace has exceeded all expectations as a destination where shoppers and diners return time and time again to enjoy its friendly, village atmosphere.

PAYCE's Managing Director, Brian Boyd said the international awards were an outstanding achievement and that it was an honour to be acknowledged in such a high profile awards program.

"These latest awards on an international level top off what has been an exceptional 18-month period since East Village opened and confirm that East Village marketplace is, by any standard, world-class," he said

"East Village has been an amazingly successful project, as acknowledged by the visitation numbers and the numerous awards it has won and continues to win.

"East Village is now well-established as the heart of the Victoria Park neighbourhood where people work, shop, play and live in a wonderful inviting village environment like no other," Mr Boyd said.

PAYCE's General Manager, Dominic Sullivan congratulated the project team on its success in the competition.

“Our vision for East Village marketplace was to push the boundaries and create a ‘one-of-a-kind’ experience that captured the essence of bustling marketplaces, such as found overseas in places like New York, London and Barcelona,” he said.

“The project’s interior architect, Koichi Takada was responsible for creating the unique ‘forest canopy’ that opened up the retail space to nature and introduced raw elements that inspired a new shopping experience.

“Not only were our expectations surpassed with Koichi’s fantastic design, we also attracted the best mix of retail and commercial tenants who wanted to be part of this special, exciting experience.

“Nick Turner of Turner Architects also deserves high praise for his design team’s outstanding contribution to the project.

“Our business marketing strategy pointed out the quality and unique architectural elements of the developments, as well as the exceptional facilities and sustainable building services offered.

The fully leased centre features a fresh food marketplace, new concept Coles supermarket, Virgin Active Health Club, Audi Australia service centre, medical centre, 50 specialty and lifestyle retailers and commercial offices.

The residents of the 206 apartments above the marketplace have access to their own expansive sky park of 6,500 square metres to enjoy and relax in, as well as all the other benefits of living in East Village.

**Ends**

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