



Media Release

PAYCE'S EAST VILLAGE CELEBRATES CHINESE NEW YEAR

Victoria Park, Sydney
16 th February 2015.

Four days of fun will be the focus of East Village's exciting new retail centre in Zetland

Local residents and visitors to the East Village centre will mark the Chinese Year of the Sheep with four days of free fun activities this week to celebrate the Chinese New Lunar calendar Year.

East Village is a one-of-a-kind revolutionary retail and lifestyle experience, located in the vibrant residential community of Victoria Park.

East Village is inspired by some of the world's leading urban marketplaces such as Chelsea Markets and Eataly 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, daily activities for all the family will be catered to, by local retailers for everyone visiting the centre to enjoy.

Dominic Sullivan - East Village is a fine example of innovative and sustainable PAYCE communities.

"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," said Mr Dominic Sullivan of PAYCE - one of Sydney's leading developers of luxury high end residential apartments and commercial complex precincts.

"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," said Mr Dominic Sullivan.

"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." - noted Dominic Sullivan.

Fortune Cookies and a Ceremonial Dragon take to the streets of Sydney's Victoria Park at Zetland.

Large traditional Chinese lanterns will be hanging from trees of the garden beds at various locations within the centre and the main entrance will be festooned with lanterns to capturing the festive mood.

Traditional cooking demonstrations will be hosted by East Village retailers and visitors will be invited to sample a range of tasty treats for all the family to enjoy.

Specially baked fortune cookies will be handed out to visitors and shoppers throughout the four days, with some cookies containing instant prizes courtesy of the centre's local retailers.

Customers can 'Check in' at East Village and 'Tag' or 'Share' the post with a friend on Facebook to receive a cookie.

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.

Join PAYCE for the Chinese Lunar New Year celebrations.

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

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.

East Village is a combination of the best elements of a marketplace with the design and sophistication of a modern retail centre. Of equal importance to an innovative and sustainable community is a space for the residents to come together and meet with family, friends and neighbours in a friendly, village atmosphere.

East Village retail is such a place, a residential marketplace with a truly global perspective.

PAYCE's Managing Director, Brian Boyd

"It has 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.

"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.

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.

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 have been developing and creating exceptional places to live, work and play since 1978.