



Media Release

East Village marketplace makes it to final in top international interior design competition

December 9th 2015: Sydney NSW.

The multi-award winning East Village urban community marketplace in Zetland went close to winning a major international award when it made it onto a shortlist of four for one of the world's most prestigious architectural awards - the 2015 World Interiors News Annual Awards.

East Village marketplace was one of 22 projects from around the world nominated in the Retail Interiors category for projects greater than 200 square metres.

The WIN awards showcase the latest interior design projects and innovative products from across the globe and attract hundreds of nominations from more than 50 countries across a range of categories.

The joint winners of the Retail Interior award were Made Soho in London and The Row–Melrose Place in Los Angeles.

PAYCE Managing Director, Brian Boyd said he was thrilled the project had made it to the final shortlist stage for such a high profile award.

“It’s a fantastic achievement in itself when you consider the calibre of the entries that the distinguished panel of leading industry experts had to select from before coming up with the final four,” he said.

“East Village has been an amazingly successful project for the PAYCE team and we knew it was always going to be special once we saw the unique ‘forest canopy’ design that Koichi Takada Architects created,” Boyd said.

The WIN jury judged the entries on a number of criteria, including originality, innovation, form, special quality, sustainability and context, with most weighting on how well the design met the client brief and how well the design used an innovative approach to integrate and enhance its context within its environment/community.

Koichi Takada, principal of Koichi Takada Architects described the marketplace in his nomination as being designed to let nature in – to express an organic beauty using raw colour and texture.

“Unlike most shopping centres today that are very internalised and artificial with lots of polished materials, East Village uses raw timber materials and rustic iron to create a surprising and new shopping experience,” he said.

“Even the artificial light is designed to mimic the dappled light through the branches of a tree, as you would experience in a natural forest.”

PAYCE General Manager, Dominic Sullivan said East Village boasted one of the most imaginative marketplace interiors to be found anywhere and deserved to be in the final running for the international award.

“It was disappointing not to win the main prize, but just to be accepted on the world stage in such a high profile industry competition is testimony to the creative world-class talents we have in our country.

“It is also exciting to have our landmark project and its interior designer firm, Koichi Takada Architects showcased to a global community of over 220,000 architects, designers and associated organisations in over 50 countries around the world via the international publication, World Interiors News,” Sullivan said.

Earlier this month, East Village marketplace won the major award in the Retail category of the national Interior Design Excellence Awards (IDEA). The residential, retail and commercial project has now won four significant industry awards this year, including Development of the Year at the Urban Taskforce Awards, Best Retail and Commercial Development in NSW and ACT at the Urban Development Institute of Australia Awards and best in the Architecture-Residential-Constructed category at the Sydney Design Awards.

East Village celebrated its first year in business last October and shared the milestone with the in-house residents, shoppers, diners and retailers with a birthday bash called *Firstival* that ran over four days with lots of free gifts and prizes handed out.

More about East Village

East Village combines the best elements of a marketplace with the design sophistication of a modern retail centre – just three kilometres from the Sydney CBD, in a safe convenient environment and with more than 690 on-site parking bays. The centre features a new concept Coles supermarket, Virgin Active Health Club, Audi Australia service centre, medical centre and 50 specialty shops including restaurants, cafes, bank and fresh food marketplace.

The residents of the 206 apartments above the marketplace have their own private Sky Park of nearly 7,000 square metres to enjoy and relax in.

ENDS

Media contact: Bill Smith 0412 446 058