

Phoenix Square – Behind the Green Door

Blueprint announces the launch of two show apartments at Phoenix Square on Sunday 31st May.

Phoenix Square fuses together contemporary living with an independents arts cinema, immersive digital gallery, office studios and creative workspace. Sixty-three apartments have been individually created to the highest standards of quality and design as part of a unique building in the heart of the Cultural Quarter.

These stylish new homes not only look great but they also proudly meet the requirements of the new nationally recognised Code for Sustainable Homes.

As part of their commitment to providing real sustainable practice, Blueprint have worked closely with a local interior designer to fully furnish the two show apartments with all items being either from sustainable sources or recycled.

Emma Corner, proprietor of Corner House Interiors based in Quorn, is honoured to be part of such an innovative development: "Blueprint are committed to providing truly sustainable solutions for Phoenix Square and this has been a great opportunity for me to explore a new range of furnishings. I have been really excited to see the wide choice of fabulous innovative designs on offer and the show apartments are a great example of this, from a coffee table made from a washing machine drum to dining chairs made from recycled computer games consoles."

Peter Connolly, Development Director of Blueprint explains: "This is our chance to show our commitment to delivering quality, design and sustainability. One of our main focuses is to give people the 'wow' factor as they walk in and great care has been taken to this attention to detail. We wanted to demonstrate that we can not only talk about sustainability, but we can also deliver practical energy saving and environmentally friendly solutions."

The apartments will be available this summer and the show homes offer potential homeowners a chance to see or themselves their unique character. From contemporary studios, one and two bedroom apartments to three bedroom duplex homes and penthouses with great views over the city, no two are the same and each one has a balcony, terrace or roof garden and access to a central courtyard.

Mary Stephenson, special projects manager at James Sellicks adds: "These apartments have been designed to the highest standards, and it shows. Not only do they deliver great design but the thing that sets them apart is their truly sustainable nature from energy saving heating right through to the detail and care taken in furnishing the show apartments."

-ends-

Further information

The show apartment launch takes place on Sunday 31st May from 11am to 2pm. For more details contact Mary Stephenson on 01162 851602.

For media enquiries please contact;

Sharon Stevens-Cash, Essential Marketing Solutions Tel: 0776 4616828

Features include

- Generous Living areas
- Natural light corridors
- Contemporary open plan living with large storage
- Great views
- Sky plus available
- Wired for home office use
- High quality bathrooms
- Fully fitted kitchens by Accent Kitchens – including washer/dryer, cooker and hobs with extractor fan
- Range of flooring including: real oak / luxury fitted carpets / oak laminate
- Materials from sustainable sources including FSC certified wood
- Solar supplemented heating and hot water
- Outdoor space – balconies, roof gardens and a shared central courtyard
- Secure video entry system – and each home is secured by design
- Secure basement parking
- Secure cycle parking in basement

- Code for sustainable homes (CFSH Level 3)
- NHBC 10 year guarantee

Notes

Phoenix Square building is due to be completed in summer 2009 and is supported by public and private sector partners Blueprint, Leicester City Council, Leicester Shire Economic Partnership and De Montfort University. The project is also supported by the EU through the European Regional Development Fund.

www.phoenixsquare.co.uk

Blueprint

Blueprint is the East Midlands based joint venture between East Midlands Development Agency (emda), the Housing and Communities Agency (HCA) and Aviva Investors' igloo Regeneration Fund. Blueprint are leading the way in promoting environmental, economic and social sustainability in property development. Blueprint is responsible for the development of Phoenix Square. www.blueprintregeneration.com

Leicester City Council

Phoenix Square forms part of the wider regeneration happening within the Cultural Quarter that has seen the recent development of the LCB Depot and Curve. This is an exciting time for the Cultural Quarter and with other developments happening in the area, this facility will help to transform a once deprived part of the city. Leicester City Council will manage the workspaces in the DMC through the existing LCB Depot team.

www.leicester.gov.uk/DMC
www.oneleicester.com

De Montfort University

De Montfort University is one of the UK's leading modern universities, with a wide range of professional and creative courses at undergraduate and postgraduate level and with world-leading research. The University has over 20,000 students studying over 400 courses at its campus in Leicester.

De Montfort University has invested £1 million in the Cube at Phoenix Square which will showcase the latest research in media and related technologies.

www.dmu.ac.uk

Phoenix

Phoenix is a full-time arts cinema and venue for digital art. In 2009 it will move into Phoenix Square where it will screen the best in independent and world cinema as well as acting as curator for all the digital screens and spaces. Phoenix will also manage the production, conference and educational facilities and run the bar and café.

www.phoenix.org.uk