



Soul Living at TwoTwoSix

New Residential Development Revitalizes Hollywood Road

Hong Kong, May 2010 – One of Hong Kong's most endearingly historical districts is set to get a new landmark property. Property developer **Blake's** is joining forces with **Ilse Crawford**, one of the world's foremost designers, to create **TwoTwoSix**, a luxury residential development in Sheung Wan. This represents Ilse Crawford's first project in Asia.

Blake's is at the forefront of reimagining Sheung Wan with **TwoTwoSix** (named after its street address), an exclusive project on Hollywood Road.

With only one residence per floor, and only five in the building, this one-of-a-kind project will attract an exclusive community of like-minded individuals who share an appreciation for beauty and design integrity.

The units are expected to be available for sale in the fourth quarter of 2010.

Blake's co-founders **Alan Lo** and **Darrin Woo** share a common vision: To revive street-level sociability and neighbourhood living that has become so rare in Hong Kong today. Their goal extends to highlighting the rich heritage and unique character of Sheung Wan, an area they love so much.

Explains **Blake's** co-founder **Alan Lo**: "In terms of convenience, Sheung Wan appeals because it is within walking distance to Central. But from an historical context, Sheung Wan has a rich heritage and a unique, vibrant character that Darrin and I have always found fascinating."

"One of the biggest draws of the area is its sense of community and village-like quality. Walk the streets and you find a mix of neighbourhood restaurants, cafes, antique shops, high-end stores and boutiques. TwoTwoSix will become an integral part of the Sheung Wan community, adding to the already distinct environment."

Alongside Blake's vision to enhance the identity of the area, Ilse Crawford set out to tell the ongoing story of the people and the place. Crawford heads STUDIOILSE, known for creating charismatic and long-lasting brands. "Blake's leads the way for a new class of creative developer, who revitalizes neighbourhoods. TwoTwoSix will be a catalyst for a new kind of development."



Crawford brings humanity and integrity into design. She always starts from the context, the site, the client, plus the social and economic realities and then addresses basic human needs.

She believes in bringing emotional warmth into her designs, and for **TwoTwoSix** she took inspiration from the neighbourhood. She was keen to create an environment that has a life of its own. **TwoTwoSix** is not about creating something new; it is about revealing the soul of the building and bringing the character of the surroundings into the home.

The five residences are designed to provide utmost privacy. The semi-open-plan design allows for an uninterrupted flow of space for where to eat, work, rest and play.

Overlooking Hollywood Road Park, an entire wall of high, floor-to-ceiling windows bring the surrounding greenery into the home, creating a light-filled sanctuary and a relaxed, spacious setting.

Everything from the fixtures to the appliances has been selected with attention to detail, beauty and functionality. Materials are not only refined, but also resonate with the environment. Most importantly, they create a sense of warmth and permanence that is often missing in other Hong Kong homes.

Coming home to **TwoTwoSix** you can unwind and recharge in comfort, and ultimately feel human again. Real luxury is having a place that you can truly call home and be yourself. Soul living is authentic living.

As Crawford explains, the unique **TwoTwoSix** design has the individual residents in mind: “We were designing for someone well-educated and well-travelled. We wanted to create a home with heart and soul for people who are looking for a space of their own that is unique and reflects their appreciation for real, authentic beauty.”

Sheung Wan is a vibrant hub of creativity and soulful living. It is a scenic and leisurely 15-minute stroll from the hustle and bustle of Central and SoHo.

Like other charming and historical urban neighbourhoods, Sheung Wan still retains the rich character of its long heritage. Creative types have been drawing inspiration from these surroundings, lending it a unique art and artisanal vibe. Traditional shopkeepers, craftsmen and landmarks such as Man Mo Temple thrive alongside cutting-edge art spaces Asia Art Archive and Para/Site Art Space. Renowned design studios and lifestyle enterprises thrive in the neighbourhood.



The **TwoTwoSix** presentation suite is located at **Suite 3013, Tower 1, Times Square, Causeway Bay**. For more information on the development, visit www.twotwosix.com.hk or call 8109-8370.

For further press information or high resolution photography, please contact Paul Calder, Susan Schwartz or Angela Wong at CatchOn:

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ABOUT: Blake's

Blake's co-founders Alan Lo and Darrin Woo aspire to reflect a new blossoming lifestyle in Hong Kong. Their vision is to revive local neighbourhoods by celebrating an area's history and character, incorporating this rich heritage into their properties. The company name reflects this philosophy and is derived from Blake Garden, a local Sheung Wan park.

Blake's sees an opportunity to set themselves apart by focusing on creating a "quality living" neighbourhood, rather than just on the environment within the four walls of their development. In addition to developing a boutique collection of residences, Blake's is also investing in retail spaces for a diverse range of lifestyle and design-related businesses that will add value to the area.

Those looking for something different, where the home is merely the starting point from which to enjoy an "extended living room" of a wider range of historical and cultural interests in the area, will feel right at home in a Blake's residence.

ABOUT: Ilse Crawford

Ilse Crawford heads design company STUDIOILSE alongside her brand consultancy. Fascinated by what drives us, brings us together and ultimately makes us feel alive, her studio manifests this through brands, buildings, furniture and products. She has pioneered her philosophy since 1989, as founding editor of ELLE Decoration UK. The portfolio includes seminal brands; Mathias Dahlgren restaurants, the Inns, and Soho House New York; and award-winning lighting for Wastberg.



STUDIOILSE has a whole approach linking an understanding of context and local sensibility with what it means to be human. The studio addresses what touches us on a primal level. As Crawford says “Our emotions are an extremely sophisticated survival system that links us to the world, the people around us, and of course ourselves. And the senses are the quickest route to our emotions.”

Named as one of Britain’s most influential women by ‘Harper’s Bazaar’, she is a figurehead for design that puts the human being at the centre. Consultancy clients include Gucci Group, Volvo and Marks and Spencer, one of the UK’s leading retailers. (www.studioilse.com)