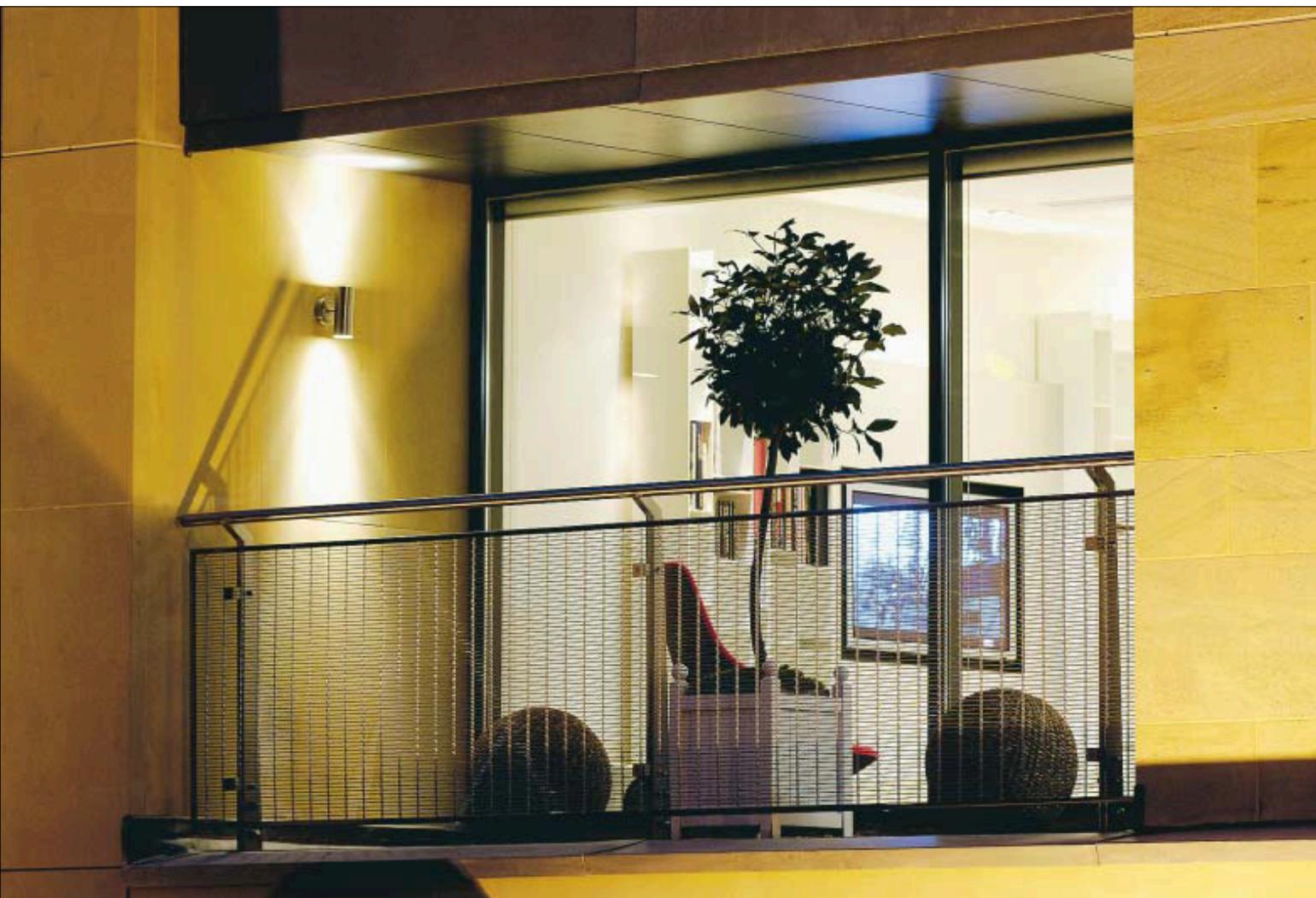


NEW BUILD



A breath of fresh Eyre

Despite its traditional surroundings, the much-anticipated showhome in Eyre Place has 21st-century chic, writes Janet Christie

Locations don't come much more sought-after than the heart of Edinburgh's New Town, where new build apartments are few and far between. Throw in the fact that the luxury house-builder Applecross isn't afraid to go for the highest possible spec and what you get is Eyre Place, where a new show apartment has been given the radical designer touch to appeal to international buyers keen to move to the Capital.

Emma Baddeley, Applecross's sales and interior co-ordinator, says, "This is radically different from any other show apartment in the UK and sets a new and challenging benchmark within the industry for showhome design. Eyre Place is appealing to an affluent set of international business people who have a strong sense of individual style and are design-aware. This is a new niche market for Applecross but is in keeping with the prestige of the

location and the high specification of the interior and exterior of the development. This show apartment aims to be inspirational to homebuyers."

With statement furniture supplied by Tangram, the show apartment represents a roll call of top international designers, including Patricia Urquiola, Bruno Fattorini, Marcel Wanders, Jasper Morrison, Jeffrey Bennett and lighting specialist Ingo Maurer.

Julian Darwell-Stone of Tangram Furnishers says: "At Eyre Place we have created an interior which enables the strength of the architecture and the furniture to speak for itself. The focus on design creates an instant impact that requires minimal accessorising. The result is a sleek, contemporary aesthetic. A unifying monochrome colour scheme has been used throughout punctuated with strong accent colours."

To complement the open-plan living space, furniture and lighting with lightweight outlines have been chosen, such as Ingo Maurer's delicate hand-folded paper lanterns, while vibrant pieces such as a Patricia Urquiola red sculptured easychair or the Random bookshelf from MDF Italia have been chosen for their style-icon status.

Designed by CDA, the architects responsible for Harvey Nichols's Edinburgh store, the 24 apartments have extensive glazing through which to appreciate the Georgian architecture surrounding them on the corner of Eyre Place and Dundas Street. Rather than ape its historic neighbours, the building is intended to complement them with its long, clean lines and use of natural Witton Fell stone and premium zinc titanium alloy panels.

Internally, the design is similarly cutting-edge, with concealed automatic sliding doors and suspended fireplaces featuring in the three-bedroom apartments, two and three-bedroom duplexes, that start at £420,000. There is a nod to its New Town location in the high ceilings and wide, welcoming hallways and each master bedroom has either an extensive



floor-to-ceiling fitted maple wardrobe or a separate dressing room. The kitchen area, designed and fitted by Kitchens International, features granite tops and surrounds, glass splashbacks and retractable sockets, with extra deep units to create more worktop and storage space, while the bathrooms have a two-person shower, bath and slate drying area.

Arranged around a landscaped courtyard, the apartments all have secure

private underground parking which is a bonus since this is in the heart of traffic-warden territory. Alongside the parking is another attractive feature of the apartments, bulk storage areas, ranging from 3.7m squared to 9m squared where skis, golf clubs and suitcases and all of the things that downsizers can't bear to part with can be stored away.

Unusually for New Town residences, all of the apartments have a large balcony or a roof-top terrace with timber decking and LED uplighting from which to enjoy views of Edinburgh Castle, the Royal Botanical Gardens or the Firth of Forth.

Craig Hall, Marketing Director at Applecross, says: "Eyre Place is already proving popular with a variety of professionals who are looking to avoid 'the commute' altogether and enjoy the benefits of living and working in the city, as well as buyers from overseas looking for a second home."

For further details, contact the Eyre Place Sales team on 0131-556 8130. The show apartment is open daily. For more information call the Eyre Place Marketing Suite, which is open daily on site, from 11am-6pm. Visit the website at www.applecross.co.uk/eyreplace