

## Gallions Point Wins at the Property Marketing Awards 2021.



We're delighted to announce that our Gallions Point development has won 'Best Branded Space Design' for the marketing suite and communal lounge at the Property Marketing Awards 2021.

This award recognises compelling depictions of a brand in the delivery of the fit-out of workplaces, retail or residential property design. At Telford Homes, we instructed Focus Experiential to create a functional sales unit that would welcome in new buyers providing an informative destination for them to explore the development and show homes. From the success of the marketing suite fit-out, Focus Experiential were subsequently commissioned to create a warm and functional multi-use space that the residents could use at their leisure. This space became the residents lounge, which proved crucial during the covid-19 pandemic in providing the residents much needed space outside their own homes.

For the resident's lounge, the space needed to be kept as flexible as possible, ensuring it remained open-plan with innovative use of furniture to break-up and zone the different areas. Using high benches by the kitchen café area allowed the flexibility of using that as breakout or for an informal work area. Velvet and suede finishes were added, in order to retain the high specification and quality finish of the apartments on offer.

Judges praised the Gallions Point space for its link back to the brand whilst delivering on function. *"The Focus Experiential team used consistent visual brand cues to blend the sales space into the residents' lounge space. Delivering a seamless brand experience whilst also providing a much-needed 'third space' for residents, which came into its own during lockdown."*

Congratulations to the whole team on this fantastic recognition of their hard work. You can read more about the development here: <https://www.telfordhomes.london/gallions-point/>