

EAST VILLAGE GOES 3D TO CELEBRATE OLYMPIC ANNIVERSARY

17 JULY 2014

Former London 2012 Athletes' Village collaborates with acclaimed street artists 3D Joe & Max to create London 2012 inspired artwork.

Critically acclaimed artists 3D Joe & Max today unveiled their latest masterpiece at the former athletes' village, East Village E20. Commissioned to celebrate the two-year anniversary of the Olympics, the creation features a stomach-churning scene of the iconic London 2012 diving board launching into a vortex of East London and Olympic locations. Featuring unforgettable Olympic athletes and set on Celebration Avenue, E20 for the next week, Londoners are invited to dive off the canvas and be a part of Olympic history.

Mo Farah, Bradley Wiggins and Jessica Ennis-Hill come alive in the painting, which is being unveiled at the very place they lived during the Olympics, East Village, which now houses thousands of residents. Those who visit the painting over the next week will be able to 'hover' over the Olympic stars alongside much-loved sites including the Olympic stadium, the Velodrome, The O2 Arena and The Shard. The painting is also reflective of the regeneration of the Olympic area and includes East Village and the brand new school that has been erected within the former athletes' village - Chobham Academy.

Tony O'Reilly, Property and Operations Director said, *"This incredible piece of 3D art is our way of celebrating the two year anniversary of the London 2012 Olympic and Paralympic games at East Village. It innovatively demonstrates how the legacy of the Games is still very much alive at the former Athletes' Village and how far the area has come since. 3D Joe and Max have really captured the changing skyline and vibrancy of East London, East Village in E20 is now a thriving community and we hope Londoners come down to experience the artwork for themselves whilst seeing what the Village has to offer."*

The project is part of East Village's 'Artist in Residence' scheme where resident creatives are given license to create a positive cultural legacy within the former Athletes' Village.

Joe Hill, 3D Joe & Max said, *"We jumped at the chance to be artists in residence at East Village. Like everyone else we were glued to our TV during the Olympics so it's great to be able to channel that passion through our art. It's amazing how much the area has changed, and we wanted to capture that in our painting at East Village. We hope the East London community and beyond will have a bit fun diving quite literally into our latest piece."*

The former Athletes' Village, East Village, E20 is now home to over 2,500 residents and offers state-of-the-art apartments to suit all – from one-bedroom homes to four-bedroom townhouses with the option of private rental with *Get Living London* or shared-ownership and affordable housing with *Triathlon Homes*.



For further information,
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london E20

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Notes to Editors

Key features of *Get Living London* homes:

Get Living London is a new residential owner and rental management company that is helping to create London's newest neighbourhood at East Village. Get Living London also aims to change the renting experience in London for the better, through a long term commitment to:

About East Village:

- East Village is east London's first Olympic legacy village and newest neighbourhood on the doorstep of the Queen Elizabeth Olympic Park
- Set in 27 hectares of breathtaking parkland, with more than 10 hectares of mature parklands, new parks and open space
- Positioned next to the world-class sporting venues of The Queen Elizabeth Olympic Park, East Village is located within 285 hectares of parkland, waterways, and nature trails connected by paths for jogging cycling and walking
- One of the best connected neighbourhoods in London with Stratford International and Stratford Regional stations offering links to London's key locations such as the west end in 20 minutes, St Pancras International in 6 minutes (by High Speed 1), Canary Wharf in 12 minutes, Ashford in less than 30 minutes and London airports within an hour
- Plans for an eclectic mix of 30 shops, restaurants, cafes & bars in the city's newest neighbourhood, ensuring that East Village is a thriving place for residents and visitors
- East Village offers a world-class education campus Chobham Academy for students aged 3-19, a state-of-the-art medical centre and over 30 independent shops, cafes and restaurants



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About Get Living London

Get Living London is a new residential owner and rental management company helping to create East Village - London's newest neighbourhood, recently announced 'Best New Place to Live' at the London Planning Awards and recipient of the Mayor's Award for Planning Excellence. getlivinglondon.com

About Triathlon Homes

Triathlon Homes offers a range of rent and ownership options and will enable eligible people on low to medium incomes to live in an East Village home. With extensive experience of managing homes in London, Triathlon Homes' partners - East Thames Group, Southern Housing Group, and developer and investor First Base look forward to welcoming residents into their new homes. triathlonhomes.com

About ODA

The Olympic Delivery Authority was responsible for the construction of venues and infrastructure for London 2012, including the Athletes' Village. Following the Games, the ODA has been responsible for the transformation of the athletes' accommodation to East Village.

About QDD

QDD is a joint partnership between Delancey and Qatari Diar Real Estate Development Company.

Delancey is a specialist real estate investment company with a property portfolio that covers retail, residential and commercial developments across London and the UK. Qatari Diar is wholly owned by the Qatar Investment Authority and has more than 35 projects in more than 20 countries.



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