



## KEY FACTS

### Berkeley Homes, London

Two-storey, inc balcony  
Twelve-week site programme  
Two-year hire period.

# Showcasing a luxury urban lifestyle to appeal to buyers

## THE BRIEF

Property developers, Berkeley Homes, needed to create an inspiring environment to showcase their new luxury development in central London to drive residential sales. To showcase the multi-million-pound apartments, a 'show home' was required to reflect their brand and give potential buyers a feel for the properties before they were completed.

## THE SOLUTION

Our experienced team designed and developed a high-quality temporary building over two-storeys, featuring a visitor centre to showcase the development on the ground floor, making the most of light and space to create a welcoming and attractive sales environment.

Through skilled craftsmanship and the highest quality materials, a two-bedroom replica apartment, complete with balcony, was constructed on the first floor to showcase the offer to customers.



# Innovation Collaboration Expertise



## THE CHALLENGES

- To replicate the quality of Goodman's Fields' high-end apartments
- To ensure the team were up and running as soon as possible, a quick and speedy turn around was essential
- Berkeley Homes needed to see a return on their investment, so cost certainty and quality delivery were key.

## RESULTS

The stunning sales and marketing suite reflected the contemporary aesthetics of Berkeley Homes' Goodman's Fields development, creating an environment that prospective buyers fell in love with.

Our bespoke design included a showcase apartment that gave a sense of the finished product. We worked closely with Berkeley's fit-out team to ensure the facility was finished to a high-quality and in line with their high specifications.