

Date: 29 November 2010

## The Heron, EC2

- wins major property award
- 150 of the 284 apartments sold off-plan since March 2010



Heron International, the pan European property group, is pleased to announce that The Heron, its luxury residential development currently under construction on Silk Street in the City of London, has won an award in the category of Best High Rise Development at the UK Property Awards sponsored by Bloomberg TV, held on Saturday evening at the Royal Lancaster Hotel, Hyde Park, London. The awards take into account all aspects of the development including location, design, appearance, amenities and marketing.

Heron International is also pleased to announce that interest in the development remains very strong and 150 of the 284 apartments in the scheme have now been sold off plan, less than nine months since marketing started. The development is due for completion in 2013.

The Heron is the first major residential development in the City of London for over 30 years. With a private club, a landscaped roof garden, gym and full concierge services, it will set new standards for City living, providing a range of highly specified suites, one, two and three bedroom apartments, premier apartments and penthouses.

City living has never been more appealing: restaurants, bars, galleries and more are all nestled in-between the businesses and national landmarks

associated with the area.

### **Laurence Ronson, Sales Director for The Heron, said:**

*“The Heron is a unique proposition, offering the highest quality luxury living in one of the world’s most sought-after locations, and we are delighted that this has been recognised by the UK Property Awards. The City is increasingly being seen as one of London’s best residential areas and we have been very pleased with the level of off-plan sales, both domestically and internationally, making The Heron, we believe, one of the most successful developments in the UK this year.”*

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## Notes to Editors:

- The Heron will provide much sought after, luxury living space in the Square Mile and the rare opportunity of a walking commute into the City of London which has 350,000 workers by day but only 8,000 residents.
- The Heron is adjacent to The Barbican Centre on Silk Street, home to the finest in international arts and culture, with a diverse programme of exhibitions, performing arts, concerts and cinema. It is within walking distance of the Barbican, Moorgate and Liverpool Street tube stations. This equates to direct access to five of London's 12 tube lines and to two of the City's train stations.
- The lower floors of The Heron will provide a new home for the Guildhall School of Music & Drama, one of Europe's leading conservatoires. The custom-designed, state-of-the-art performance, teaching and support space will be an additional facility for this world-renowned School. It will accommodate a 608 seat concert hall, a 227 seat drama theatre, and a 126 seat studio theatre and will be an international cultural destination, enhancing the prestige of the residential tower. The School's impressive list of alumni includes Daniel Craig, Dido, Sarah Lancashire, Tasmin Little, Anne Sofie von Otter, Honor Blackman, Orlando Bloom, Sir James Galway, Jacqueline de Pré, Sir George Martin, Ewan McGregor, and Bryn Terfel, to name but a few.
- Further information is available at [www.theheron.co.uk](http://www.theheron.co.uk)

## About Heron International

Since it was founded, Heron International has developed 160 buildings in the key business districts of nine leading cities and has developed, invested in and managed a wide range of prime offices, residential, leisure, hotels and mixed-use projects in the UK and Europe. It has developed more than 1 million sq m of commercial and retail property and more than 15,000 residential units in the UK, continental Europe and the USA. It currently has a £500 million investment portfolio and its current development programme is valued at £1.5 billion.



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