



Press release
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YOO Inspired by Starck comes to Montreal

Montreal, March 27, 2014 - The internationally renowned property design company YOO is due to begin work on a luxury residential development in Montreal under its award winning YOO Inspired by Starck brand. This will be the very first YOO Inspired by Starck project in the Province of Quebec. For the project YOO has partnered with Maxime Lachance, a Montreal based entrepreneur, to build the development of approximately 96 apartments which will be located in the vibrant Griffintown District.

Philippe Starck, Creative Director of YOO Inspired by Starck comments:

"I have always sought to convey the synthesis of what I see as I create spaces and objects that allow my tribe, my friends to live better. My goal with Yoo was this: to design spaces that invite people to gather, to laugh, that make them more loving, more charismatic, more intelligent, and more creative. The colourful mosaic, cultural richness, and vibrancy of Montreal and its Griffintown district are the ideal soil for the creation of the kind of fertile surprises that will open people's eyes, engage conversation and spark interaction."

Maxime Lachance, real estate developer of Chapam Construction says:

"It is a real honor for us to be working with the YOO Inspired by Starck team, we have been sharing ideas and learning from one another throughout the process, whilst working towards the unified aim of delivering the best scheme possible."

Who are YOO?

YOO was co-founded in 1999 by international property entrepreneur John Hitchcox, and world-renowned designer Philippe Starck. YOO is one of the most imaginative design, development and branding companies in the world, designing residential, hotel and leisure developments that allow people to live the way they want to live.

The mission of the YOO Studio and Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung is to design spaces so everyone can live, work and play better. YOO's experience spans 60 projects in 27 countries, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East, the only continent yoo has not operated in is Antarctica!
www.yoo.com

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