



PRESS RELEASE

YOO & ATELIER ARCAU FORM STRATEGIC ALLIANCE

September 1st, 2015

Global design firms YOO and ATELIER ARCAU are proud to announce their strategic alliance to design and develop luxury projects around the world. YOO was co-founded by international entrepreneur John Hitchcox and one of the world's most celebrated creators, Philippe Starck. ATELIER ARCAU, one of today's most outstanding architecture studios, was founded in 1979, and led by French architects Julien Veyron and Xavier Fraud.

YOO and ATELIER ARCAU provide international developers an "à la carte" menu including a wide range of scope: master planning, exterior design, architecture, interior design, and furnishing. Through this sustainable partnership, their aim is to achieve perfection, visibility and urbanity that transcend the limits between interior and exterior. The combination of both companies creates a powerhouse in the upscale development and design community worldwide, harboring the skills and experience of both forces.

Combining 'French poetry' and 'British pragmatism', the new collective of designers and architects shake up conventional thinking. By adding their 'global' knowledge to a 'local' context and know-how, YOO and ATELIER ARCAU partnership creates original places, they preserve cultural identities and they touch the soul.

"We are very excited about this strategic alliance and creative emulation of our teams. Together, we are stronger as we are able to craft modern and timeless interiors, buildings and cities, creating new experiences and passing down a unique legacy to future generations" said Julien Veyron, architect and director of ATELIER ARCAU. "We believe in John Hitchcox and Philippe Starck's spirit because we share a joint vision. While absorbing modernity, as well as preserving cultural heritage, we aim to innovate and preserve all at once".

Currently under discussion with developers in North, South America and China, the first joint project will be announced soon.

Ends.

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About YOO

YOO is a pioneering vision for living and the result of a partnership between property entrepreneur John Hitchcox and one of the world's most celebrated designers, Philippe Starck. YOO Creative Directors also include Jade Jagger, Kelly Hoppen and Marcel Wanders.

Since its foundation in 1999, YOO has worked with the world's most visionary developers to design residential and hotel projects in over 27 countries throughout Asia, Australia, Europe, Africa, Middle East, North and South America.

www.yoo.com

About ATELIER ARCAU

ATELIER ARCAU is an international architecture company founded in France in 1979. Settled in France on the shores of the 'Golfe du Morbihan', ATELIER ARCAU is one of the most outstanding architecture studios.

Led by architects Julien Veyron and Xavier Fraud, Atelier Arcau is deeply involved in creating unique places, matching with local context and culture. Its engagement and work in architecture, strategic urbanism and design has been recognized by the industry many times, such as in 2012 when they were awarded 'The World Architecture Festival Award' in Singapore.

www.atelierarcau.fr