

Homes Overseas NEWS

Starck choice for Istanbul

Yooistanbul is a 100-apartment development in Turkey, with the developers saying it is set to 're-define boutique city living in Istanbul.'

The Turkish developer is Say Yapi with interiors by 'Yoo inspired by Starck' - the leading design company founded by John Hitchcox and Philippe Starck.

It is a 180 million euro project of 11 buildings and 100 apartments in Ulus, overlooking the Bosphorus. Prices range from 550,000 euros to 2.9 million euros.

John Hitchcox said: "yooistanbul encapsulates the very essence of a contemporary lifestyle set within a rich

history of design and architecture. Istanbul is a hot city at the moment and the ideal place for the latest yoo project. At yoo, we

attribute great importance to design and comfort, but what we value most is how the design of our projects facilitates people coming together. We wanted to provide intimate living spaces where residents can get to know one another in the stunning surroundings of the common areas." Philippe Starck said: "I am delighted with this project as our aim was to create a new interior design style based on the human values that perfectly match the spirit of the wonderful Turkish people -we've achieved just that."

www.yooistanbul.com

