

SILK PEARCE IS BRAND BUILDER FOR SNAPE MALTINGS HOMES

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Silk Pearce has been appointed to provide branding advice and to design printed and online marketing materials for an ambitious redevelopment project that will see all of the remaining empty buildings at Snape Maltings sensitively restored and shaped into 67 new homes. 60% of the original maltings buildings have stood unused for over 40 years but their conversion is the final stage in an inspired, imaginative masterplan. The Maltings is already home to the world-famous Snape Maltings Concert Hall, as well as shops, galleries, a public house and a monthly farmers market. It's also a popular mooring point for boats and barges.

One of Silk Pearce's first projects will be to incorporate the recently re-designed Snape Maltings logo – based on an 1824 pattern plate - into teaser ads, posters and sales brochures in readiness for initial marketing of the new homes. The first wave of work has just been launched to coincide with the annual 16-day Aldeburgh Festival of Music and the Arts, now in its 60th year, which is on until 24th June.

The consultancy's designs draw together all the elements making Snape Maltings the perfect place to live, including the care and sensitivity of the restoration work and the vision to create a cultural village alongside the picturesque River Alde in rural Suffolk. The complete transformation project is



Snape Maltings leaflets



being managed closely by the Gooderham family, the freeholder, to ensure that every detail is given a true personal touch.

Building the residential brand is the second major account win for Silk Pearce involving the Maltings and follows the consultancy's appointment in late 2006 to advise on re-branding the retail arm. The retail designs included a new logo and visual identity, site and shop signage, literature and carrier bags which were introduced more widely in March. However the design team has already started on the next phase which is to design product packaging for the flagship House & Garden store. The shop is set to more than double in size and to offer new and extended ranges of own-label packaged goods and produce from surrounding suppliers and farms.



Tea shop sign at Snape Maltings

“Silk Pearce is the ideal partner for helping us develop our Snape Maltings residential brand. They have a powerful combination of strategic thinking and striking design and have been instrumental in getting to the heart of our aspirations. Their recent designs on the retail side are proving very popular with visitors and we believe the residential work will not only build on that strong foundation but also help draw in prospective purchasers and strengthen our total offer,” said Alesha Gooderham, director of Snape Maltings.

The new homes at Snape Maltings are being designed by award-winning architects Haworth Tompkins as part of a total brief that includes development of new orchestral rehearsal and performance studios for Aldeburgh Music and retail conversion of some of the existing Grade II listed maltings buildings. All existing elevations of the buildings are being carefully restored with traditional techniques





and materials before several of them are having their interiors transformed into homes offering contemporary layouts and stunning panoramas over the surrounding river, reed beds and landscape. All the development work will be within the existing building footprint.

The first homes will be completed by late summer 2008 with the release of 18 properties consisting of two, three and four-bedroom homes.

ABOUT SNAPE MALTINGS

Snape Maltings is a unique collection of Grade II listed buildings, built in the 1840's, located alongside the picturesque River Alde on Suffolk's heritage coast.

These unique buildings house the world famous Snape Maltings Concert Hall, the main venue for the annual Aldeburgh Festival of Music and the Arts, as well as shops, galleries, a teashop and public house. However to date, 60% of the buildings - which were originally used for the malting of local barley for use mainly by the London breweries or for export to mainland Europe - have stood empty since malting ceased in the early 1960s. The new retail and residential development will preserve the unique appearance and original footprints of the buildings while bringing them back to life and giving them a long-term future.

For further information please visit www.snapemaltings.co.uk, contact Alesha Gooderham on 01782 688303 or call in to experience for yourself what Snape Maltings has to offer.

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