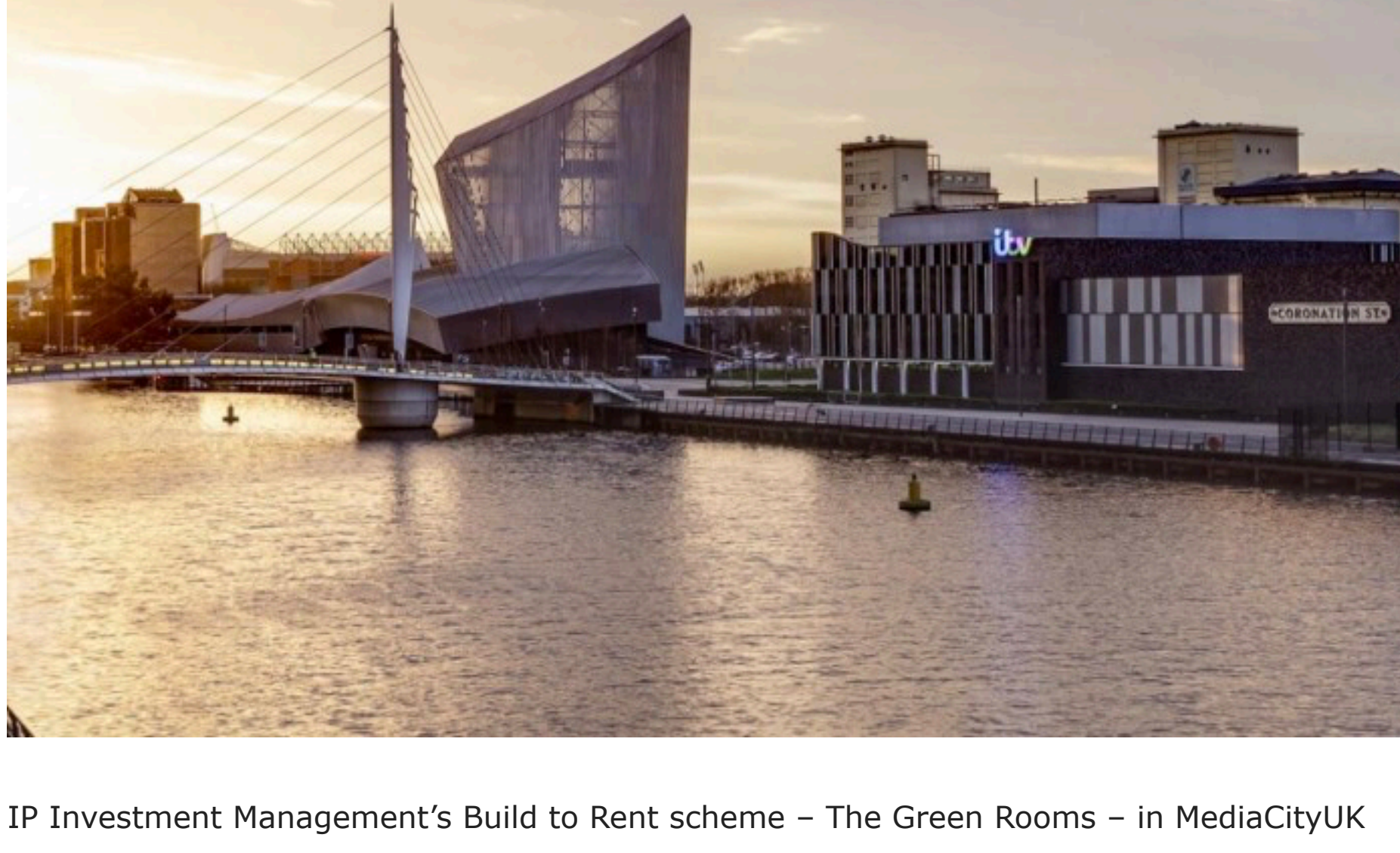


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BTR Developments Build to Rent (BTR)

Tour of The Green Rooms, which features largest fresco

By **Bea Patel** - 1 September 2020



IP Investment Management's Build to Rent scheme – The Green Rooms – in MediaCityUK opened to residents shortly before the coronavirus pandemic. 10% of the development was occupied before lockdown. Following 90 virtual viewings during the month of April to mid-May, The Green Rooms secured a further 12% – again confirming the demand for Build to Rent homes despite Covid-19.

The development consists of 238 Build to Rent homes – a mix of one, two- and three-bedrooms apartments, carefully designed to maximise space – and all apartments have large balconies.

The three show apartments have been designed with furniture from David Phillips – all elegantly designed with theme-based accessories. The different themes are inspired by the local area of arts and green rooms – with each of the three show apartments themed as film, literature and music.

The Green Rooms Lounge overlooking MediaCityUK

The large bathrooms in all sized apartments was surprising and a welcoming sight. Storage has been considered carefully, with addition storage spaces in some bathrooms and the base of beds with flaps, so you can easily slide your suitcases beneath the bed – perfect for apartments and something that can be easily overlooked.

There are fantastic views from the apartments and communal areas – overlooking the waterfront and greater MediaCityUK area, with the communal lounge overlooking Coronation Street's film set. The pet friendly community has a resident only gym, a large lounge, meeting room and internal bike and package storage. The scheme – managed by Amro Living – has 24-hour maintenance and an onsite leasing office. When BTR News visited the site recently, the warm, homely and friendly vibe was apparent, with an over and beyond approach.

"The Green Rooms Build to Rent scheme is inspired by its local surroundings, incorporating arts into its building – through the amazing modern frescos and theme-based show apartments. The detail and thought surrounding every aspect of the development is apparent, and the rooms and communal areas have fantastic views. I believe that the team members on site provide the real value and experience to residents – and this scheme doesn't fall short."

Nick Biring, Co-founder, BTR News

The feature of The Green Rooms Build to Rent scheme

The feature of The Green Rooms is its monumental contemporary abstract fresco (16x5m) – which you are greeted to in the lobby area. This colourful and energetic mural is the UK's largest – and was installed by Aster Muro – an innovative UK studio creating awe- inspiring abstract frescos for interior architecture. There was also a second fresco in the communal lounge area.

"We are delighted with the stunning fresco created by Aster Muro with help from the students of MSA. It is already loved by the Green Rooms' residents and is proving to be a talking point within MediaCityUK, catching the eye of many passers-by".

Selina Williams, Executive Director, IP Investment Management

Monumental contemporary abstract fresco installed at The Green Rooms by Aster Muro. Photo by @samuelcallenfilms

Students from the Manchester School of Art (MSA) assisted Aster Muro with the installation at the Build to Rent scheme, which began in June 2020 – and after completing a training placement with the studio in January this year. There was months of planning and conceptualisation before the installation – which followed the Government's social distancing guidance.

"It was a privilege creating two frescoes for the exciting Green Rooms development in MediaCityUK and a joy teaching and being assisted by the MSA foundation students. The frescoes provide an emotive point of connection and serve as a 'welcome home' for the Green Rooms residents, bringing uplifting qualities of light, colour and energy to the communal spaces.

"The highly visible lobby fresco is a bold addition to the streets of MediaCityUK and the installation, with MSA's involvement, has facilitated IP Investment Management and AmroLiving's desire to engage with the local community."

Charles Snell, Artist, Aster Muro

UK's largest fresco installed at The Green Rooms by Aster Muro. Photo by @samuelcallenfilms

This is a significant milestone for the Build to Rent scheme, which supports the objective of creating a unique and design rich environment for the building's community, while promoting positive community engagement within the local MediaCityUK neighbourhood. The project has also been a positive association in the community for MSA.

"Our foundation students were provided with a fabulous opportunity to work on an industry-based brief alongside Aster Muro, as they completed their biggest commission to date.

"Throughout the project, the students were presented with an invaluable experience and were able to observe the technical, complex processes of a highly skilled professional artist at work. The partnership has been a real success."

Ben Greenhalgh, Lecturer Foundation Art and Design, MSA

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Bea is the Editor for BTR News and PBSA News and is the Property Editor for The London Economic. She writes for a number of publications and websites and has a BSc (HONS) degree in Multimedia Studies.

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