

Abode 2
28th August 2018

The screenshot shows the Abode 2 website interface. At the top, the logo 'Abode2' is on the left, and navigation links like 'HOME', 'ABOUT', 'NEWS', 'ARTICLES', 'DIRECTORY', 'COMPETITIONS', 'EVENTS', 'SUBSCRIBE', 'ADVERTISE', 'BLOG', 'CONTACT US', and '中文/Chinese Edition' are in the center. On the right, there are social media icons and a search bar. The main content area features a large image of a dining room with a chandelier. Below it, the text reads 'PROPERTY OF THE WEEK' and '28.08.18'. The article title is 'FENTON WHELAN UNVEILS £450M 'PARK MODERN': LANDMARK MIXED USE DEVELOPMENT OVERLOOKING LONDON'S KENSINGTON PALACE'. The text describes the project as a £450 million development on a prime freehold site, offering 57 residences and 30,000 sqft of commercial space. It mentions the project's location near Kensington Palace and the Duke and Duchess of Sussex. The article also notes that the project will include a multi-million pound transformation of Queensway into Baywater Village, with public realm improvements like a new Royal Gateway and a new junction at Bayswater Road. A tweet is also visible, mentioning the project and its location. At the bottom, there is a 'SUBSCRIBE' button and a 'TWEET' section with a link to the article.

The screenshot shows a social media post with two main images. The top image is a bedroom with a large bed, a blue and white striped headboard, and a large window with curtains. The bottom image is a rooftop terrace with a modern outdoor sofa, a coffee table, and a view of a city skyline. The text of the post includes a quote from Sanjay Shama, co-Founding Director at Fenton Whelan, stating: "Prime London mixed use schemes don't get any better than this, a unique offering of Royal neighbours, a parkside address and Palace and garden views. 'Park Modern' will be Central London's finest new luxury development, representing the culmination of our vision for the regeneration of Queensway into Baywater Village. The new Royal Gateway will provide a unique opportunity to join Hyde Park to Queensway and deliver a legacy monument for the area." Below the quote, it says: "The Park Modern project will spearhead the regeneration of Queensway into Baywater Village, a regeneration scheme which is championed by Westminster City Council. The development will make a total public contribution of £18.3 million which will be used to deliver £11 million of affordable housing as well as a series of important public realm improvements." Further down, it quotes James Van Den Heule, co-Founding Director at Fenton Whelan: "'Park Modern' is one of the best real estate assets to be unveiled in Prime Central London in the last decade. We are proud that the development will spearhead the long awaited regeneration of Queensway and WC." At the bottom, there is contact information for Fenton Whelan: "For further information on Fenton Whelan contact Tel: +44 (0)20 7529 2669 or visit: www.fentonwhelan.com". The post also shows social media interaction buttons for Like, Save, Tweet, and Follow, with a total of 4,428 likes.