

## WTS International develops new lifestyle brand for YOO on the Park

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**Washington, DC—WTS International (WTS), the spa, fitness and lifestyle consultancy and management firm, has announced its collaboration with The Trillist Companies, Inc. (Trillist), the Atlanta-based development company, to design The Art of Living<sup>SM</sup>, a new lifestyle brand.**

The Art of Living<sup>SM</sup> brand will officially be launched later this year at YOO on the Park, a new luxury apartment complex in the heart of Midtown Atlanta, Georgia, US.

At the core of the new brand is WTS's concept for creating an environment that stimulates the senses and inspires community wellness, improving the quality of life for residents of Trillist's YOO branded apartments, through unique, luxurious and sophisticated design.

The Art of Living<sup>SM</sup> is about enhancing the lifestyle of residents who want to live better and smarter, giving them access to the things that bring meaning and balance to their lives, translated into exclusive services and offerings.

This is delivered at YOO on the Park by concierge services and a lifestyle director who connects residents with enriching experiences, such as local cultural events and fitness programmes.

Reward programmes tailored to include local merchants and restaurants mutually benefit both residents and the neighbourhoods in which they live.

The Art of Living<sup>SM</sup> experience will also be delivered through personal touches, such as providing a cup or two of a resident's favourite coffee or tea and having it waiting for them every morning.

WTS President Gary Henkin said: "The high-end residential real estate market is fiercely competitive and developers know that if they want to move their investments quickly, they need to add something special to the mix. The Art of Living<sup>SM</sup> is just that – a new concept which will deliver the highest level of lifestyle and luxury to residents, to ensure the success of YOO on the Park."

Located adjacent to Atlanta's Piedmont Park, YOO on the Park combines the expertise of Trillist with design visionaries YOO Studio, which was founded in 1999 by property entrepreneur John Hitchcox and world-renowned designer Philippe Starck.

The apartment complex is conceived as an extension of Piedmont Park, reflecting its greenery with a six-storey living green wall – North America's largest – on the building's exterior façade. This will be illuminated at night, creating a new landmark for residents and the wider community.

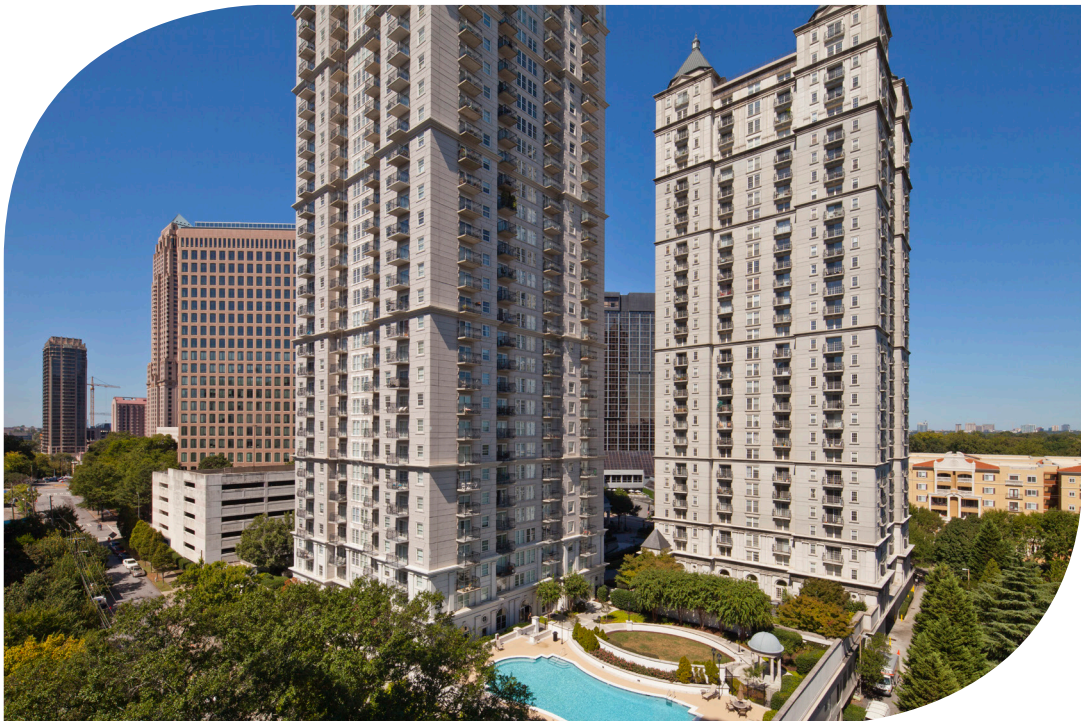
The building combines luxury imported finishes from Italy, Germany and Portugal with inventive design and state-of-the-art technology.

The YOO brand is all about designing the unexpected and at YOO on the Park, signature design elements that raise a smile combined with Trillist's next-generation technology provides innovative lifestyle amenities to residents.

WTS International's Corporate Operations Director, Roberta Kruse-Fordham, has collaborated with Scott Greenfield, Director of Development Services and Scott Leventhal, President and CEO of Trillist, at every stage of developing the lifestyle programming and concierge services, to ensure The Art of Living<sup>SM</sup> brand is delivered consistently throughout.

The result is a luxurious, ultra-modern environment where residents can escape from the outside world and enjoy high quality time with their families and friends. Communal spaces – from the distinctively designed billiards room to the controlled music zones and the theatre – are designed to encourage residents to relax and socialise with their neighbours.

Kruse-Fordham said: "The YOO on the Park project has been unique, exciting and fun. WTS, in collaboration with Trillist, has put a new definition on luxury vertical living and what residents can expect.



THE NEW YOO ON THE PARK

Lifestyle and concierge directors will offer a vast, varied menu of options to engage YOO on the Park residents. They will find themselves sipping signature cocktails at YOO on the Park socials, attending personalised fitness sessions in Piedmont Park and having VIP access to cultural happenings.

Residents' canine friends are also taken into account, with their own signature Pet Respite<sup>SM</sup> for bathing and grooming."

A 24-hour, fully-equipped fitness centre includes an outdoor exercise terrace and yoga area. A variety of classes, ranging from yoga to high intensity interval training, are offered on and off-site, as well as small group training and personal training.

"Brilliantly planned amenities, signature programming and responsive concierge services are designed to make every day satisfying and rewarding for residents of this innovative rental community.

WTS International is committed to helping YOO on the Park residents discover and express their own version of The Art of Living<sup>SM</sup>. WTS International signature programmes and events will enable residents to explore their community and beyond, engage positively with neighbours and enjoy all that Midtown Atlanta has to offer," said Kruse-Fordham.

Residents are expected to start moving in from January 2017. Yoo on the Park is located at 207 13th Street, between Juniper Street and Piedmont Avenue, Atlanta, Georgia. The 25-storey building contains 245 luxury apartments.

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## **NOTES FOR EDITORS**

### **Technology**

Together with the bold design, a host of innovative lifestyle amenities add value to The Art of Living<sup>SM</sup> Brand. Stakeholders have partnered with industry-leading technology providers including Nest Thermostats, Hotwire Communications and Google Fiber to bring next-generation technology to residents at YOO on the Park.

### **Amenities**

YOO on the Park's public spaces will feature the latest technology and amenities. Residents will be able to play golf in the complex's indoor golf simulator; iPad Minis will serve as hubs for both TV and Pandora radio; and a resident conference center will offer a large format television, complete with teleconference hardware, allowing residents to speak with colleagues and friends in a professional and private setting.

Website: [www.wheredoyoolive.com](http://www.wheredoyoolive.com)

## **WTS NEWS**

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### **Photography**

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### **About WTS International**

WTS International is the world's leading consulting and management firm for spas, fitness and leisure facilities. For more than 40 years, WTS has provided feasibility studies, design, pre-opening and daily management services for spas and leisure facilities worldwide.

The company's portfolio of clients includes numerous hotels and resorts, residential developments, private clubs and real estate developments. Its approach is unique in the industry – from the development of innovative spa concepts, branding and design to effective facility operations.

WTS maximises revenue and net operating income for clients, while creating a memorable experience for guests, members and residents.

Website: [www.wtsinternational.com](http://www.wtsinternational.com)

**About TRILLIST**

Trillist® focuses on developing the most innovative and sought after branded residential and mixed-use properties in the United States.

Combining more than 50 years of proven experience in commercial real estate development, construction management, and strategic investment Trillist continues to bring forth signature, design-driven properties.

With a reputation for developing globally significant architecture, Trillist practises The Art of Development<sup>SM</sup> and The Art of Living<sup>SM</sup> in every aspect of business. Trillist focuses on investing in upscale condominium and luxury rental properties in areas of high population growth and professional migration.

In addition to YOO on the Park, Trillist is currently developing YOO at Metropica, a 263-unit, 28-storey high-rise residential condominium building within the Metropica master-planned community in South Florida, together with several other YOO branded and designed projects throughout the south-eastern United States.

Trillist has also recently announced its plans to develop SLS Lux Hotel & Residences, a 213-key hotel with 56 for-sale residential condominium units in Midtown Atlanta. Additionally, the portfolio of Trillist's principals boasts an impressive array of successful award-winning residential projects in the United States and South America, including Atlanta's Aqua, Mezzo and Tenside, YOO Nordelta in Argentina and YOO Punta del Este, Uruguay.

Website: [www.trillist.com](http://www.trillist.com)