

Reimagining new hybrid living environments for the UK

How Samsung is supporting Quintain with its leading innovative projects, including nine developments at Wembley Park.



Quintain Profile

Quintain Ethos:

To be the leading Build to Rent (BtR) and mixed-use development, investment and asset management specialist, bringing property and places to life. Creating amazing places to live.

Flagship Development:

Wembley Park is set to become the largest BtR development on a single site in the UK.

Key Figures:

- Wembley Park: 85-acre mixed-use development surrounding the National Stadium with 5,000 homes being delivered by 2024 and ultimately 8,500, one third of which will be affordable.
- Quintain Living currently manages 3,255 homes at Wembley Park across nine buildings.
- Quintain's ownership also includes The SSE Arena, Wembley, London Designer Outlet (LDO), Troubadour Wembley Park Theatre and BOXPARK.
- Mixed-use landbank of over 9,000 residential units and almost 95,000 square metres of commercial space in Ireland.

www.quintain.co.uk/
www.quintainliving.com/

Location of HQ:
Great Portland Street, London





Build an unparalleled offering of hybrid living that finds the balance between work and play, in one environment. That was the mission behind the partnership between Samsung Electronics and Quintain for the Build to Rent sector (BtR), harnessing innovative digital and connected living experiences.

As the world's leading technology company with stand-out leadership in innovation, Samsung is the partner of choice for developers looking for a bespoke expert-led service and a one-stop-shop of premium products, from appliances to IoT, that both resonate with consumers while enhancing their lives through connected technologies.

The focus of this partnership is to collaborate during the construction of the giant flagship site at Wembley Park which includes a variety of forward-thinking developments.



So far at the Wembley Park site, over 3,000 apartments have been kitted out with Samsung's latest connected appliances including smart fridge freezers, ovens, hobs, dishwashers, and washer dryers. Samsung air conditioning units were installed in the communal areas. The 360 Cassette, with its sleek circular design, evenly discharges cool air to reach every corner of the room.

Quintain's ambition at Wembley Park doesn't stop there, as it is set to increase the number of homes at the site to 5,000 by 2024 and ultimately 8,500+ upon completion, making it the biggest BtR development site in the UK with over 6,000 homes under Quintain Living's management.

As part of the rollout, Samsung has installed its state-of-the-art appliances not only in the apartments but also in the shared social spaces, which are part of Quintain Living's all-inclusive lifestyle offering. Samsung's connected devices include its 'Family Hub' fridges, which have built-in cameras allowing residents to see exactly what is inside their fridge from their mobile phone and track the freshness of food items. With a connected fridge, residents can order groceries directly from the panel on the fridge door, surf the web or play music from the appliance while they cook.

The partnership takes full advantage of Samsung's innovative financing and servicing models. With Samsung Capital, Quintain can finance all of its Samsung appliances with no upfront cost, helping it to align to its operating model. Likewise, Samsung's commitment to servicing guarantees that the appliances will be fully maintained and regularly upgraded for the duration of the long-term partnership, ensuring all Quintain residents have the latest products in their homes and are at the cutting edge of connected living experiences.

And keeping up with the fast-evolving consumer trends is vital. The pandemic has made many people and organisations reconsider what is important to them in both homes and workplaces – with large spacious rooms, unrivalled connectivity and green spaces topping most lists.

Consequently, through listening to these consumer needs, Samsung and Quintain are enabling hybrid-first living experiences with developments such as the newly launched, The Robinson, where residents are able to enjoy a home that has the ideal blend of style, homeliness and functional space. There is a range of apartment sizes, resident gardens, work-from-home lounges and a roof terrace offering sun loungers and work-from-home caravans – with connected appliances from Samsung allowing for a fully seamless set-up, making life that little bit easier.

From a corporate accommodation perspective, it's no longer simply about offering a place for employees to sleep at night. Samsung and Quintain are aware that companies are increasingly prioritising the quality of the entire living experience for their employees including the security of their homes and the suitability of the apartments for frequent home-working.

Together, Samsung and Quintain, with developments such as Canada Gardens, deliver outstanding on-site facilities, as well as high-quality homes and provide employers with the assurance that their staff are living in a safe, professionally managed home with plenty of outdoor space. Additionally, staff are also given access to work facilities when working from home and lifestyle-led amenities to support a healthy work-life balance.





Rajesh Shah, Executive Commercial Director, Quintain, commented:

“We are delighted to be working with Samsung who are widely known as the global industry leaders in innovation. Quintain’s mission is to provide our residents with future-proofed living experiences through designing and creating buildings and spaces that fit their ever-changing lifestyle requirements. Through our long-standing partnership with Samsung, we can offer the ultimate smart, connected home experience across all of our developments which is an important step forward to creating a smart city at Wembley Park and ensuring it remains one the most connected places in London”.



Murtaza Bukhari, GM - Strategic Partnerships Samsung Electronics UK & Europe, commented:

“Samsung is delighted to be chosen as a partner on this key regeneration project at Wembley Park. Quintain is an exceptional leader in the space of BtR and this growing partnership identifies with Samsung’s higher purpose of building communities, enriching experiences with technology and delighting our customer. Keeping pace with the ever-changing requirements of consumers, and designing connected experiences with residents at its core, together we are shaping the future of living spaces – making for an easy lifestyle at every turn”.
