

PRESS RELEASE

6 December 2017

Urban Edge Architecture signs specialist boutique agency Satellite MPR

Leading built-environment agency Satellite MPR has been signed by Urban Edge Architecture to manage its communications.

The boutique PR specialist, which has worked exclusively in architecture-construction-engineering since 1996, has been a trailblazer for single-sector PR focus, recruiting industry professionals to develop its expertise in the complex world where it remains a market leader.

The Suffolk-based consultancy has now been picked by progressive architectural practice Urban Edge Architecture, to keep its communications strategy moving forward at the same pace as the growing business.

“Urban Edge is going places. It has a burgeoning and varied portfolio and it’s a great match with our experience and expertise. Satellite is all about results, all about delivering quantifiable value to clients like Urban Edge, and we’re incredibly proud that all our new business comes from word-of-mouth recommendations. That means we’re getting it right for professionals in a sector which is always under scrutiny, always at the centre of public debate, and whose work affects every person in the street.” **Claire Lalaguna, MD, Satellite MPR.**

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Notes to the editor:

The term ‘built environment’ refers to non-natural settings created, or modified, by human activity. Of whatever scale, the structures and spaces of this ‘humanscape’ include everything from buildings and parks to bridges and transport systems.

Architecture, interior design, planning, engineering and construction affect everyone - as individuals, as communities, as nations and as a world. Today’s challenge is to ensure the

built environment is economically, environmentally and socially sustainable, and works for all.

Images:

CGI of Picadilly Gardens, Manchester courtesy of Urban Edge Architecture. If you require High-res images please contact Satellite MPR.

Satellite Marketing and Public Relations: Satellite MPR is a highly-specialised niche agency that has worked exclusively for the built environment sector since 1996. It provides strategic marketing and public relations expertise to leading practitioners in architecture, development, engineering and construction. It remains the go-to specialist for the built-environment industry, providing a full communications service.

Urban Edge Architecture: Urban Edge prides itself on being progressive and energetic. It combines intelligent design solutions with an approach which is innovative and pragmatic with an emphasis on sustainability. The Practice's **ISO 9001:2008 certification** strengthens its commitment to quality, ensuring clients receive the best service possible, together with the production of the highest quality product.

In its first 10 years, Urban Edge has built a diverse portfolio across a wide range of sectors. Its commercial attitude drives its success in designing viable, sustainable and deliverable schemes.

www.urbanedgearchitecture.co.uk