

Come PlayDNA at Taylor Wimpey's Kingsmere Development

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Taylor Wimpey and local scientist turned artist, Dr Sam Decombel, would like to invite house hunters and art enthusiasts to Taylor Wimpey's Kingsmere development on Sunday 21st April to view a wide selection of Sam's unique DNA artwork and meet the artist herself.

PlayDNA combines art with science in a novel take on a portrait that is both beautiful and fascinating, but also completely personal. To create your own unique artwork, the PlayDNA team take a sample of your DNA using a simple cheek swab, and in their Bicester-based scientific lab turn it into a personal portrait that reveals five fascinating and diverse personal characteristics that define you as an individual. Each portrait is completely individual and can be displayed in a variety of different formats from wall canvases to handcrafted rugs.

A collection of the unique artwork will be on display at Taylor Wimpey's Kingsmere development on Sunday 21st April from 10.30am to 5pm and visitors to the development can speak to Sam herself, from 11am to 1pm, and discuss how their DNA can be made into stunning pieces of art.

Darren McCormack, regional sales and marketing director for Taylor Wimpey, commented: "We are really pleased that we have been able to work with such a prominent local artist and help display her work. The PlayDNA artwork is totally unique and makes a great talking point for any home. What's more, the artwork can be displayed in various different colours and formats, so you can have it styled ready to feature in your brand new home.

"Plus, anyone who visits the development during the event can enter into a free prize draw to win a family membership at Bicester Hotel Golf & Spa worth over £2,000!"

Taylor Wimpey is currently selling three, four and five bedroom properties at Kingsmere with prices starting from £265,000.

The development is located on the outskirts of Bicester, where you'll find shops, restaurants and places of interest virtually on your doorstep. Bicester is twelve miles north of Oxford city centre and is just three miles from junction nine of the M40, making it an ideal base for those who commute to London or Birmingham.

For more information about the Easter event and the development, visit the marketing suite which is open daily between 10am-5pm and 1pm to 5pm on Monday or call the sales office on 0845 026 3903. Alternatively, visit the website at www.taylorwimpey.co.uk/oxfordshire

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Notes to editors

[Taylor Wimpey UK](#), part of Taylor Wimpey plc, builds around 10,000 homes a year across the UK, from apartments and starter homes to detached family properties.

Taylor Wimpey is a thoughtful, [responsible housebuilder](#), committed to health and safety, supporting local communities, promoting environmental sustainability, encouraging innovative design and providing [excellent customer care](#).

1. Taylor Wimpey is committed to helping people get on the property ladder and sold c.30% of our homes to first time buyers in 2009.
2. Taylor Wimpey contributed over £68 million to local communities via sections 106 and 75 payments in 2009.
3. A Taylor Wimpey home today requires one fifth of the energy needed to heat the same type of home built in the 1930's and a third of the energy requirements of a similar home built in the 1980's.
4. Taylor Wimpey built 685 homes under the Code for Sustainable Homes and 2,104 homes to EcoHomes standards in 2009.
5. Last year Taylor Wimpey's new house type range was launched providing high quality, energy efficient, sustainable homes. Properties have been designed to meet

levels three and four of the Code for Sustainable Homes and are capable of adaptation to meet 2013 building regulations.

6. Taylor Wimpey was awarded 4 stars in this year's HBF Customer Satisfaction Survey with 87% of our customers stating they would recommend one of our homes to a friend. Taylor Wimpey's [Customer Service Charter](#) fully acknowledges the requirement of the 2010 Consumer Code.
7. Taylor Wimpey continues to support the UK construction industry's Construction Skills Certification Scheme (CSCS) which aims to improve quality and reduce accidents. 98.6% of our workforce, including subcontractors, were carded under the scheme by the end of 2009.

For further information please visit www.taylorwimpey.co.uk

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