

VIC PROJECT FEATURE **THE EASTBOURNE**

Mirvac



REIMAGINING URBAN LIFE

The Eastbourne is an extraordinary residential development by Mirvac, in partnership with Freemasons Victoria, that comprises of 245-apartments over 14-levels, including The Grand Pavilion Penthouse. Residences boast designer bathrooms and kitchens sculpted with restrained elegance to resemble a work of art. The prestige collection of residences situated on the Fitzroy Gardens frontage of The Eastbourne features deep balconies, some with landscaping designed by celebrated Landscape Architect, Sam Barber.



DEVELOPER : Mirvac
MAIN CONSTRUCTION COMPANY : Mirvac Constructions (VIC) Pty Ltd
ARCHITECT : Bates Smart and Mirvac Design
CONSTRUCTION VALUE : \$250 million

Photos this page supplied by Peter Clarke photography

Since establishing in 1972, multi-award-winning developer Mirvac has created extraordinary quality enhanced developments and vibrant urban environments. Their latest project, The Eastbourne in East Melbourne, boasts 11 terraced levels on Albert Street and 14-levels on Victoria Parade with spectacular Fitzroy Gardens and Melbourne CBD views. The landmark project's incredible success is not just a testament to the buildings design, facilities and prestigious location but to Mirvac's ability to design and deliver invigorating places where people want to live, work and play.

Built on the historic, former Dallas Brooks Hall site, The Eastbourne offers residents a stunning and convenient lifestyle with outstanding 6 Star hotel style features such as a theatre, stateroom business centre, conservatory, resident's lounge and dining room, masters club, wine cellar and the inhouse light filled wellness retreat, complete with a pool, spa, steam room and yoga studio.

The Eastbourne's beautiful Spanish limestone lobby leads to 245 generous one to seven bedroom apartments. Each apartment balances indulgence and subtlety with sophisticated palettes and thoughtfully considered details. The lower level apartments have a private retreat feel as they connect directly with the gardens with filtered views to the sky through the tree canopy. The five bedroom, 500m² Grand Pavilion Penthouse offers among the best vantages in the city with panoramic 360 degree views and 300m² of landscape terrace with private lap pool.

Mirvac continues to break new ground in sustainability with The Eastbourne's design taking into consideration everything from the construction materials to the

lighting efficiency and home automation, in order to produce apartments that are lighter on the environment. Stand out sustainability features include a "green switch" to reduce standby power consumption in every residence, a 22kW solar photovoltaic system to provide clean renewable energy to all common areas, two electric car charge stations and a "walk score" of 92%, meaning day-to-day life does not necessarily require a car. Residents also have access to a car share service within the building.

The Eastbourne was the result of the powerhouse design collaboration between Mirvac and Bates Smart, the very same union that delivered The Melburnian legacy. Mirvac managed all statutory planning, design, sales, marketing and construction activities for the development. "The residences offer sophisticated, elegant and refined living at every level, creating a life of luxury within uncompromising surrounds and a private sanctuary," said Mirvac Head of Residential, Stuart Penklis. "Even though we are at the end of a very long, mature residential cycle, buildings that emphasise quality and craftsmanship from a trusted developer will be in demand."

With a project the size and calibre of The Eastbourne, Mirvac's visionary philosophy, customer first approach, knowledge, passion and experience ensured quality finishes and delivery. "Our integrated model with inhouse design, sales, marketing and construction departments, ensured that the interests of all stakeholders in the development were aligned and The Eastbourne would be a standout development," said Stuart. "We are renowned for putting people front and centre of all that we do and leaving a legacy of sustainable, connected, vibrant urban environments, as well as delivering invigorating places that unlock long term value."

With over 600 industry awards to their name, Mirvac is not resting on their laurels with the recent completion of Phoenix, the first building within the exclusive Apartments of Tullamore precinct in the coveted Tullamore community in Doncaster. The Phoenix Building offers one, two and three bedroom residences with generous and flexible floor plans and have been designed with adaptability in mind, offering residents contemporary, light filled spaces with spacious balconies, timeless themes and sophisticated finishes that provide a luxurious, low maintenance alternative to a traditional home.

Also situated in the Apartments of Tullamore precinct is Folia, which started construction within four months of sales launch. Folia is a low rise architectural masterpiece designed to blend effortlessly with the landscaped surrounds. Due for completion mid-2021, it comprises one, two and three bedroom apartments, garden terraces and penthouses across 6-levels, including an atrium double height lobby, stunning semi-enclosed residents only rooftop conservatory and north facing ground level kitchen garden perfect for entertaining with friends and family.

Mirvac is also working on the \$300 million Voyager Tower, a luxury residential development within the Yarra's Edge precinct. With architecture and interiors by Mirvac's multi-award-winning inhouse designers, Mirvac Design, Voyager boasts outstanding amenity exclusive to residents on the roof deck and will rise approximately 130m tall with 43-levels, becoming an icon of Melbourne's city skyline when complete in spring 2021.

For more information contact Mirvac, Level 5, Building Q3, 6 Riverside Quay, Southbank, VIC, 3006, phone 03 9695 9400, website www.mirvac.com



Below Trendgosa completed a complete fitout and joinery package for The Eastbourne.

For over 30 years, Trendgosa have consistently provided high quality, top end commercial joinery fitouts for apartments, hospitals, hotels, offices, public and private commercial spaces.

Trendgosa manufactured, delivered and installed all The Eastbourne's spectacular apartment and common area interior joinery.

"The Eastbourne, is a refreshing palette of materials with a timeless, contemporary, highly crafted architectural feel. It complements East Melbourne's classical heritage precinct," said Director and CEO, Collin Ellul. "This prestigious project required precision and a quick turnaround. There were over 100 various layouts across the 250 apartments, with full integration of varied fixtures and fittings. Over 5,000 custom extruded CNC handles were specifically manufactured for this project."

Beginning work in mid-2017, Trendgosa's team provided all the fully built-in apartment kitchens, vanities, shaving cabinets, wardrobes, study desks, linen cupboards, laundries and feature screens. There were two custom finishes and many varying dimensions and layouts throughout the apartments, as well as luxurious finishes for the lobbies, resident's lounge with fireplace, cinema, business centre, stateroom, wine cellar and concierge areas.

Not many joiners in Melbourne would be able to handle a job this size, but Trendgosa has the capability with five factories covering 16,000m². Their state-of-the-art machines, integrated manufacturing technology, software and specialised custom built quality assurance tracking and monitoring systems, allow their qualified trades to deliver high quality products every time.

Trendgosa provides complete turn-key solutions from inhouse further design development, procurement, manufacturing, spray finishing, to their own team of delivery trucks, drivers and a fulltime installation team.

In October 2017, Trendgosa was acquired by a publicly listed Shanghai company, Shanghai Trendzone Construction Decoration Group and set up from ground up a 16,000m² dedicated joinery workshop in China for clients who were procuring Apartment Joinery from China anyway though needed local dedicated support, management and joinery quality to be equal to that of our facility in Australia.

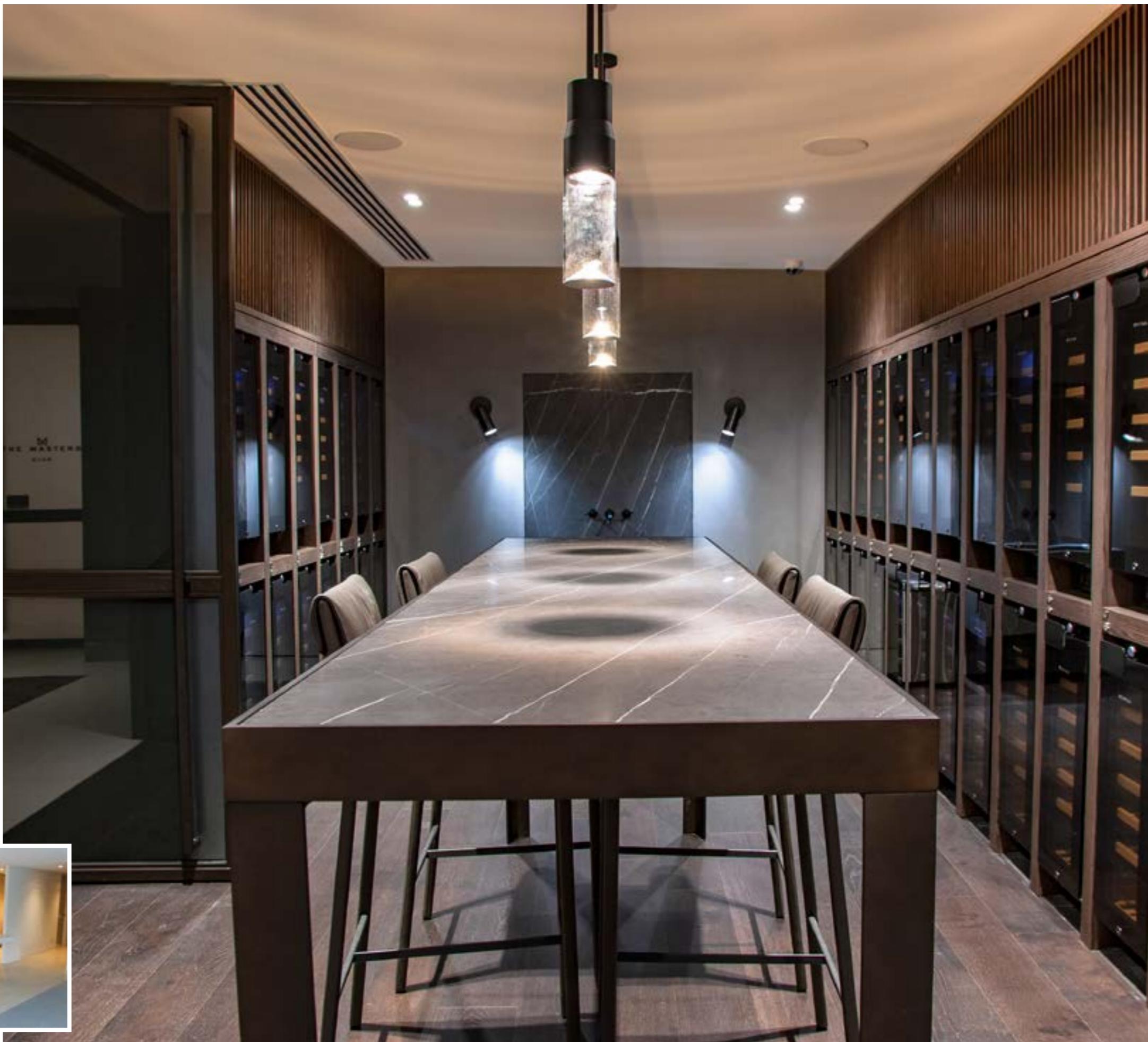
This has been modelled vastly different to many companies who outsource joinery from China yet at the same time allowed TG to focus their Victorian Operation on supporting local manufacturing and growth.

This combined strength significantly enhanced Trendgosa's position in the Australian and global market, including providing services to other states and mixed source solutions for large and medium sized commercial builders. These services combine local site measure, project management and prompt turn around manufacture, with combined overseas procurement where required to meet high volume requirements and produce client cost savings.

Trendgosa recently completed various fitouts at Wesley Place 130 Lonsdale Street Melbourne, Collins Arch, Melbourne Quarter R1, Parkhouse Common Area and nearing completing Premier Tower Hotel, Part of 750 Collins Street Monash University Fit Out, Paragon and Tullamore by Mirvac. Other projects they are currently working on include groundbreaking level of luxury apartments and penthouses at Saint Moritz in St Kilda, Vic Uni City Tower, Epworth Eastern Hospital, Penridge Air Apartments and 308 Exhibition Sapphire Apartments.

Trendgosa is also a certified Metalcote Finishing Applicator and has a Solid Surface Fabrication division which forms an integral part of the joinery finishes when specified. "This allows us to provide a full inhouse service with the peace and mind of a one stop shop, maintaining a level of high quality control and workflow management from start to finish."

For more information contact Trendgosa, 133-135 McEwan Road, Heidelberg Heights VIC 3081, phone 03 9459 8944, website www.trendgosa.com.au





Australian owned, Austech Facades have been creating innovative façade solutions for some of the world's most magnificent buildings for over 20 years which is why they were a perfect fit for Mirvac's, The Eastbourne.

Classically tiered with 11-levels fronting Albert Street and Fitzroy Gardens, and 14-levels facing Victoria Parade, all 245 Eastbourne apartments have spectacular CBD and parkland views. The customised penthouses offer stunning 360 degree panoramas through 50m of glass frontage.

Architects, Bates Smart, created a design with individual components that provide scale and ordered horizontal patterning. Double height volumes define the three residential lobbies facing Albert Street, Eades Street and Victoria Parade. Low level residences connect directly to the gardens with filtered views to the sky through the tree canopy.

"We believe amalgamation of building structure and façade design is extremely important, completing around 1,000 shop drawings for the project due to the number of different façade systems, individual floor plate sizes, varying floor heights and complexity of the architectural intent," said Ash Kaliny, Austech Facades General Manager.

Between March 2017 and May 2019, Austech Facades premier designers and installers provided all apartment glazing, sliding doors, penthouse glazing, café and basement lobby glazing and automatic and revolving doors, pool and resident's lounge façade for The Eastbourne.

"Our Upright Façade Enviowall curtain wall system was used in a window wall application," Ash said. "With ever changing building design, we look beyond the façade providing innovative and cost-effective initiatives."

Austech Facades specialises in aluminium curtain and window wall systems, design and installation for the commercial and multi-storey residential industry. The company operate on the east coast with projects successfully completed in Sydney, Melbourne, Canberra and the Gold Coast. They are also working with Mirvac on 477 Collins Street and Voyager Tower 11, Docklands, as well as 254 Wellington Road for CIP, Carlton Connect CLT Building for Lendlease, Flinders Gate for John Holland, King & Phillip and One Hurstville Plaza for Ganellen and Archibald for Parkview.

For more information contact Austech Facades, G0.06/87 Gladstone Street, South Melbourne VIC 3205, phone 03 9642 3886, email info@austechfacades.com.au, website www.austechfacades.com.au

