

LOUISE: SCULPTING A NEW RESIDENTIAL IDENTITY

DEVELOPER : Samuel
MAIN CONSTRUCTION COMPANY : Hamilton Marino
ARCHITECT : Cera Stribley

LOUISE reflects Samuel Property's strategic, design-led approach to inner-city residential development, combining complex site amalgamation with a strong end-user focus. The project prioritises architectural quality, coordination, and long-term performance and is defined by a soft, billowing form inspired by surrounding heritage and contemporary buildings.

In Melbourne's tight inner-city market, the delivery of a residential project like LOUISE is all about the vision.

For Samuel Property, the project represents a carefully orchestrated balance of opportunity, innovation, and unwavering commitment to quality, an approach that has become synonymous with the developer's growing reputation.

"We located the opportunity off-market, negotiated it directly via an agent to secure all 20 strata owners to agree to sell, thus creating the development opportunity," explained Managing Director Illan Samuel. This complex amalgamation unlocked a prime landholding and laid the foundation for a project defined by strategic foresight and meticulous planning.

From the outset, Samuel Property approached LOUISE with a clear, end-user-focused philosophy. Every element, from apartment layouts and orientations to communal spaces and entry experience, was considered through the lens of future residents. "We began crafting what we felt would be an appropriate development response with a very much end-user front-of-mind approach," Illan said.

This commitment to user experience was matched by a strong emphasis on architectural

quality and market alignment. Launching in a challenging sales environment, the team leaned into transparency and trust.

"We needed to create a sense of FOMO when one truly didn't exist by providing a quality product for a competitive price and ensuring that we built trust with buyers," Illan noted. By partnering with respected names such as Cera Stribley and Hamilton Marino, Samuel Property reinforced confidence in both design integrity and delivery capability.

While the site amalgamation tested timelines, it also created opportunity. The extended pre-development phase allowed for deeper investment in design coordination and refinement.

"We invested heavily into design outcomes to achieve residences that are heavily coordinated, which is where the long-term value lies," Illan explained. The result is a development where structural, services, and planning considerations align seamlessly, enhancing both functionality and longevity.

Central to the project's success was Samuel Property's integrated role as developer, project manager, and development manager. This holistic oversight ensured alignment across all stakeholders, from acquisition through to completion. "Having early input

from our valued team all the way through to practical completion, is essential," Illan said. This collaborative model fostered mutual respect and a shared commitment to delivering on the project vision.

LOUISE also reflects a strong focus on sustainability and long-term performance. Incorporating biophilic design principles, energy-efficient systems, and natural light optimisation, the development prioritises both environmental outcomes and resident wellbeing. Achieving design excellence in its BESS rating stands as a key milestone. "The ongoing costs for occupants will be reduced and the benefits will be seen for many years to come," Illan added.

Looking back, Illan identifies consistency and conviction as defining factors in the project's success. "We had a clear vision and in all stages, we never wavered from this," he said. In a market often driven by trends, Samuel Property chose to lead rather than follow—embracing risk, championing design quality, and ultimately achieving both strong sales performance and industry recognition.

LOUISE is a testament to what can be achieved when strategic acquisition, design excellence, and disciplined delivery align. More than just a residential development, it reflects Samuel Property's broader philosophy: creating enduring homes that prioritise quality, integrity, and long-term value for the people who live within them.

This approach continues to position Samuel Property as a developer capable of delivering considered, design-led projects that not only meet market expectations, but elevate them—setting a benchmark for future residential developments in Melbourne and beyond.

For more information contact Samuel Property, Level 3, 489 Toorak Road, Toorak VIC 3142, email hello@samuel.com.au, website www.samuel.com.au





IN-HOUSE MANUFACTURING DRIVING QUALITY AND CONSISTENCY

RB&A by Design has played a key role in delivering the refined internal finishes at LOUISE, contributing to the high-quality residential outcome through its specialist glazing and fitout expertise.

Working across the 17-storey development, RB&A was engaged to deliver a comprehensive internal package which required a consistent, high-calibre finish across approximately 89 apartments, each designed to reflect a carefully curated architectural vision.

“Our scope included the supply, manufacture and installation of wardrobe sliding doors, shower screens, mirrors and glass kitchen splashbacks,” said Director Bart Bara. “It was about ensuring every element aligned with the overall design intent while maintaining quality across the entire project.”

Achieving this alignment required a structured and collaborative approach from the outset. RB&A worked closely with the project team through a detailed shop drawing process, ensuring all designs were reviewed and approved prior to manufacture. This was further supported by physical sample sign-offs, providing certainty that finishes and materials met both client and architect expectations.

“Materials were selected as per specification, and the design was run through a shop drawing process, approved by both the client and architect,” Bart explained. “Physical samples were also signed off, which helped ensure the final product met the intended standard.”

Consistency across a high-volume residential project is a key challenge, particularly where multiple apartments must achieve uniform finishes within tight construction timeframes. RB&A addressed this through its vertically integrated model, leveraging in-house manufacturing capabilities to maintain strict quality control throughout production.

“RB&A has the capacity to purchase materials in bulk, which reduces variation between batches,” Bart said. “The majority of our finished products are manufactured in our Clayton facility, where we have strict guidelines around quality control before installation.”

This in-house capability not only ensured product consistency but also supported efficient project delivery. With dedicated full-time installation teams, RB&A was able to allocate experienced personnel to site, ensuring works progressed smoothly and in line with programme requirements.

“On site, we have full-time installation teams, and we assign the right personnel to meet the specific requirements of the project,” Bart added. “That allows us to maintain efficiency and deliver on time from start through to handover.”

Sequencing and coordination were critical to the success of the fitout phase, particularly given the number of trades involved. RB&A worked closely with the builder and other subcontractors to align its installation programme with key trades, including kitchen installers, plasterers, tilers and painters.

“We sequenced our works around other trades as per the construction programme,” Bart said. “Having in-house manufacturing reduces lead times, which gives us the flexibility to fit in with the overall sequencing and minimise delays.”

Material performance and durability were also key considerations, particularly in a residential environment where long-term use and ease of maintenance are essential. “All systems we supply and install exceed industry and Australian standards,” Bart noted. “That ensures durability, performance and long-term value for the end user.”

The result is a cohesive and high-quality internal finish that complements the broader architectural vision of LOUISE. Despite the complexity of delivering multiple scopes within a tight programme, RB&A successfully integrated its works with the wider construction team, contributing to a seamless project outcome.

“The project was notable for us because we were able to deliver a high calibre finish within a tight timeframe, working around multiple trades,” Bart said. “We’re very pleased with how our team integrated on site to deliver a successful outcome for everyone involved.”

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