

LOUISE

THE OWNER OCCUPIER EDITION

Dear Owner Occupier,

LOUISE is a more than just a collection of thoughtfully crafted residences in a desirable location. It is an opportunity to embrace the lifestyle you've always wanted, moments from everything you love. Wherever you are in your journey of life, LOUISE has been designed for your wellbeing, to help you live your best life and to last for all time.

All the best,
Louise

ALL YOU WANT AND MORE

1, 2, 3 & 4-bedroom residences
overlooking Albert Park Lake.

louisemelbourne.com.au



Louise
The Owner Occupier Edition

Publication by
Samuel Property

Editor in Chief
Illan Samuel

Publisher
Romy Jackson

Project Director
Ben Crowe

Project Partner
Hummingbird Developments

Project Architect
Cera Stribley

Project Landscape Artist
Acre

Louise Sculpture Artist
John Meade

Project Brand Studio
Studio White Noise:
Lauren Messina
Andreas Pranoto
Ross Karabelas

Visual Artist
Floodslicer

Illustrator
Matthew Chan

Photographers
Floodslicer
Michael Lam

Copywriter
Weina Ha

Printer
Dr. Print

FROM SUNRISE TO SUNSET, LIVE THE LIFESTYLE YOU LOVE.

LOUISE offers a variety of considered floor plans to elevate your every day and every moment, carefully designed to suit your different needs. Featuring flowing spaces with refined finishes, fittings and premium appliances, there is no compromise on quality and comfort.

Curated for timeless beauty, LOUISE has been designed for your wellbeing. A natural palette, inspiring outlooks and lush landscaping connect you to nature, redefining the idea of urban living.

Located in a breathtaking setting, there is the undeniable allure of Albert Park Lake, while St Kilda Road's tree-lined boulevard takes you places at your heart's whim.

At LOUISE, there is a perfect apartment to suit different needs, wherever you are in your life's journey. Select from a wide range of floor plan options and two inspired colour schemes. All well-appointed and crafted to please, expect only the best quality and aesthetic appeal.

Far from a cookie cutter project, LOUISE is a new legacy for the neighbourhood.

Every aspect and detail have been thoughtfully considered to elevate your busy lifestyle.

When you're not out and about enjoying the best of Melbourne, bask in the exclusive amenities available at LOUISE, made for entertaining, fitness and leisure.

Purchasing a home is not just a matter of the heart, but a plan for your future. The current high demand and low supply of new residential developments means LOUISE is a rare, exciting opportunity.

From dawn to dusk, day and night, LOUISE is much more than a place to live. It is a celebration of rich experiences. A place to love, a place to call home.



Disclaimer While all reasonable care has been taken in the preparation of this brochure and the particulars contained herein, it is intended to be a visual aid and does not necessarily depict the finished state of the property or objects shown. No liability whatsoever is accepted for any direct or indirect loss or consequential loss or damage arising in any way out of any reliance upon this brochure. Purchasers must rely upon their own enquiries and inspections. Furniture is not included with the property. Dimensions and specifications are subject to change without notice. Illustrations and photographs are for presentation purposes and are to be regarded as indicative only. This brochure does not form part of, and is not, an offer or a contract of sale. Designed by Studio White Noise.

Left
Albert Park Lake
view to CBD

Right
Artist Impression of
Louise façade at dawn

Discover more on
our website:



Between the shimmering Albert Park Lake and the iconic St Kilda Road boulevard, LOUISE rises on a quiet street.

Embracing the heritage character of its neighbours, its distinctive red brick façade and curved forms engage the streetscape, softened by lush canopies and greenery.

As you approach, the mesmerising water features beckon you to come closer. A wave of calm engulfs your being as you step inside the double height vault entrance.

Welcome home.



GLORIOUS MORNINGS



VIBRANT EVENINGS

Left
View of Yarra River
& MCG
Right
Movida

LOUISE



With the best of Melbourne just moments from your doorstep, living your best life is easy at LOUISE. From sun-kissed mornings by the water to vibrant evenings in the city, every moment enriches and inspires. Indulge your senses with the lifestyle this location has to offer, surrounded by iconic parks and gardens, and Melbourne's most beloved cafés, restaurants and markets. The life you want begins here.

ALBERT PARK LAKE

MELBOURNE CBD

ALBERT PARK GOLF COURSE

FLINDERS ST STATION

NGV

FUTURE ANZAC
TRAIN STATION

ROYAL BOTANIC
GARDENS

THE MCG

FAWKNER PARK

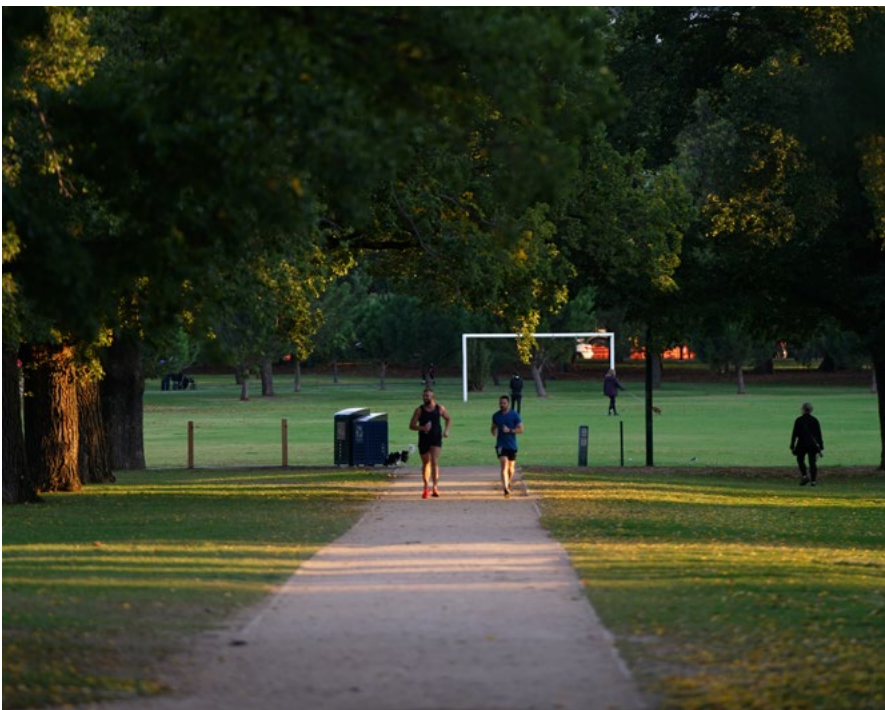
WESLEY COLLEGE

LOUISE

MOMENTS FROM
ALL THAT MATTERS



A LIFESTYLE THAT IS TRULY MELBOURNE



Far Left
Yakimono Melbourne

Top
Supernormal Melbourne CBD

Left
Fawkner Park

Bottom Left
Matilda

Right
Maya Tiger at The Esplanade Hotel

Bottom Middle
Market Lane Café at Prahran Market

Bottom Right
Abacus

ALL YOU WANT AND MORE

- 01 Fawcner Park
- 02 Albert Park Golf Course
- 03 Albert Park Lake
- 04 Gilson
- 05 Alfred Hospital
- 06 Tall Timber Café
- 07 College Lawn
- 08 Prahran Market
- 09 Tram Routes – 3, 5, 6, 16, 64, 67, 72
- 10 Prahran Station
- 11 The Kettle Black
- 12 Shrine of Remembrance
- 13 Royal Botanic Gardens
- 14 Cherry Tree Hotel
- 15 Milk The Cow
- 16 Stokehouse
- 17 Pontoon
- 18 South Melbourne Market
- 19 Middle Park Beach
- 20 NGV
- 21 Arts Centre
- 22 Sports Precinct
- 23 Almost French Pâtisserie
- 24 Cheeky Monkey Café
- 25 My Oh My Café
- 26 Flinders Street Station
- 27 Crown Casino
- 28 Future Anzac Station

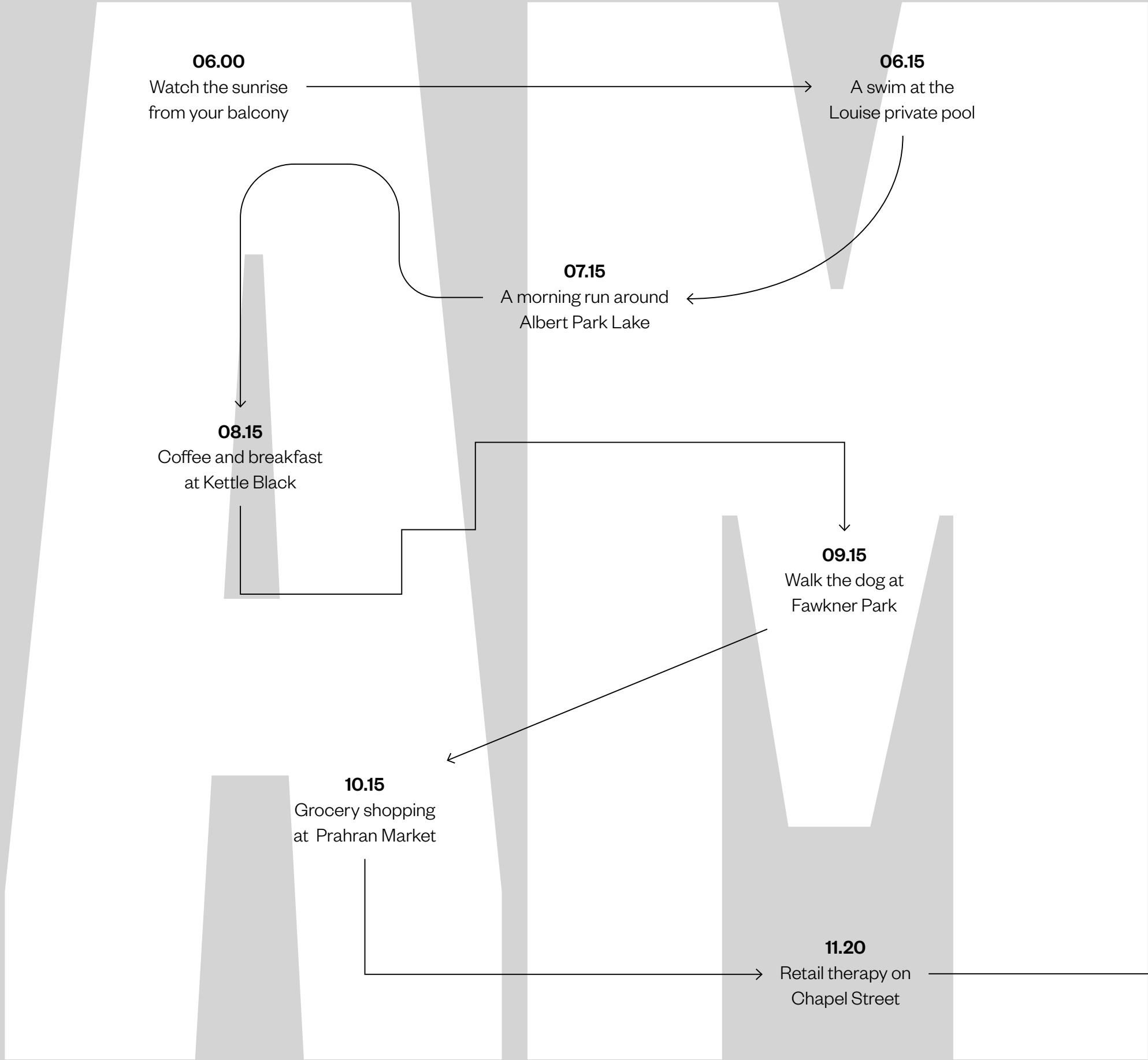


Left
View of Yarra River
& MCG

Right
The Esplanade Hotel

FROM DAWN

TO DUSK

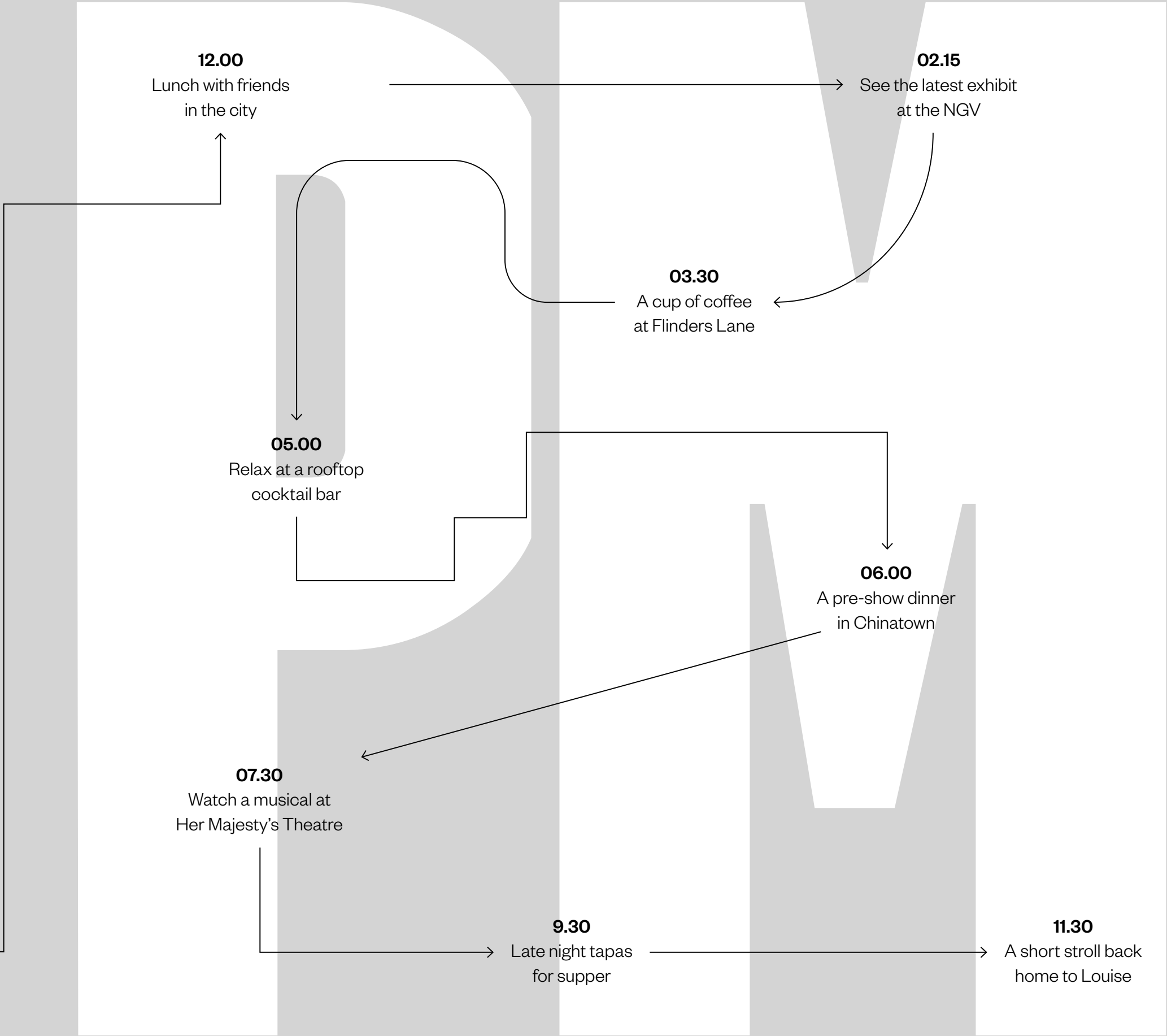


DAY & NIGHT: BE SPOILT FOR CHOICE

Morning Playlist



Midday Playlist



From the moment you open your eyes, the first decision to make is if you'd like a slow, easy day, or one packed with excitement. Begin your morning with a run around Albert Park Lake, or perhaps a swim downstairs. Or you could sleep in and meet some friends later for brunch at Kettle Black. On a warm summer day, you could hit the beaches of Middle Park and St Kilda, and enjoy a relaxing day, basking in the sun.

In the afternoons, you may find yourself walking around South Melbourne or Prahran Market to pick up fresh groceries and your favourite treats. For some retail therapy, there is great shopping at the nearby Chapel Street, or take the tram into the Melbourne CBD. From LOUISE, you will find everything you could ever need, and desire, with absolute ease.

When you're in need of some inspiration or introspection, visit an exhibition at the NGV or catch a performance at the Arts Centre, just up the street on St Kilda Road. You could even catch the latest musical in the city or one of many festival events throughout the year. Melbourne is one of the most vibrant arts and cultural destinations in the world, so there is always something happening, day and night.

For sports enthusiasts, Melbourne's sporting precinct is a short journey via public transport or car. Be it for the Australian Open or an AFL match, your favourite sporting venues are within easy reach. At your doorstep, Albert Park Lake has been hosting the Australian Grand Prix for well over two decades, creating a festival atmosphere in the neighbourhood during the Grand Prix weekend.

As the sun sets, enjoy dinner and cocktails at one of many trendy establishments in the city. From authentic street food to fine dining, there is a menu to suit everyone and every whim. Explore the nightlife and discover a multitude of laneway bars and entertainment, then satisfy your peckish cravings with late-night dumplings, tacos or tapas.

While you are spoilt for choice, you never really have to choose. Who's to say you can't have it all? There is always so much going on, you can experience something different every day. Not one moment has to be the same, unless of course, that's what you want. Live your best life in your own terms, doing what you love, knowing you can escape into the sanctuary of home, just moments away.

Afternoon Playlist



Nighttime Playlist





PLACES TO RUN

1. Albert Park Lake	2 mins walk
2. The Tan	7 mins drive
3. St Kilda Beach	9 mins drive
4. Fawkner Park	8 mins walk
5. Middle Park Beach	8 mins drive

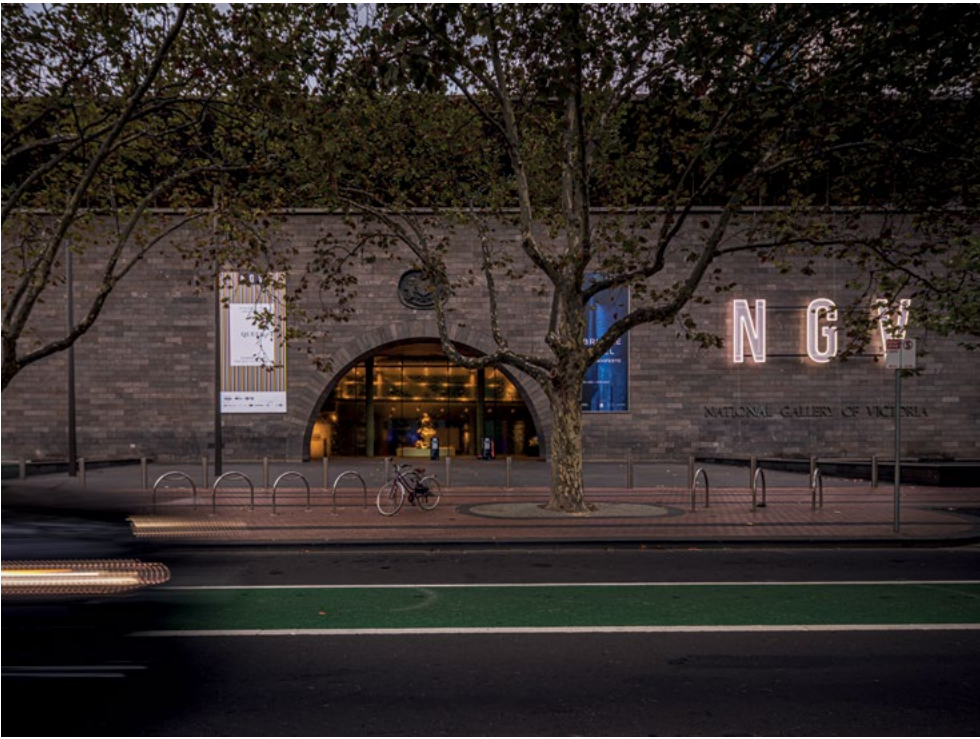


PLACES TO SHOP

1. Prahran Market	18 mins walk
2. Melbourne CBD	14 mins tram
3. South Melbourne Market	9 mins drive
4. Chapel Street Precinct	20 mins walk
5. Toorak Rd South Yarra	15 mins walk

Places to run
The Tan
St Kilda Beach

Places to shop
Prahran Market
Melbourne CBD



PLACES TO EXPLORE

1. The NGV (National Gallery of Victoria)	12 mins tram
2. The Docklands	14 mins drive
3. The Shrine of Remembrance	6 mins drive
4. The Arts Centre	13 mins tram
5. Royal Botanical Gardens	7 mins drive



PLACES TO TRAIN

1. Love Athletica Prahran	8 mins drive
2. 1R (1 Revel) South Yarra	8 mins drive
3. Core Plus Prahran	7 mins drive
4. REVL	7 mins drive
5. Gript	7 mins drive

Places to explore
The National Gallery of Victoria
The Docklands

Places to Train
Love Athletica Prahran
1R South Yarra
Core Plus Prahran

Designed by Cera Stribley, LOUISE evokes a sense of place, a soft billowing tower inspired by its surrounding heritage and contemporary buildings. Its biophilic design brings you a place that lives and breathes, a building that considers the wellbeing of its occupants and visitors.

LOUISE pays homage to the surrounding precinct's unique history, where some of Melbourne's grandest mansions once stood. Two heritage buildings are its neighbours, whilst another two still stand on Queens Lane. There is no doubt that the brick façade and art-deco style of the adjacent heritage buildings have influenced the LOUISE design.

Clad in red brick, the bold yet charming podium features an arched portal, framing the double height entry lobby. The use of red brick throughout the podium connects the ground floor landscape with the lobby, creating a continuous arrival experience. Airy and light-filled, there is an immediate sense of calm from the moment you step inside.

Timeless and evocative, it is more than just a beautiful building. The biophilic design ensures that it lives and breathes.

Drawing from the historic tree-lined boulevard of St Kilda Road, the lush landscape is extended from the ground up, through the podium and tower, creating a vertical garden. Flowing water features at the entrance reflect the biophilic principles, while brick pop outs along the façade provide fine-grained texture and air flow, wrapping the corner into Queens Lane.

The projecting eaves of the tower fan out above the podium, mimicking the curvaceous forms of the yacht hulls at the local Albert Park sailing club. A seam splits the tower along the primary street frontages to convey a sense of fluidity, allowing the tower to appear like floating sails. Viewlines have been maximised throughout, so occupants can enjoy breathtaking vistas of Albert Park Lake, Port Phillip Bay, and the Melbourne city skyline.

Top
Historic mansion
'Armada' at 461 St
Kilda Rd, c. 1880

Below
Albert Park Sailing
Club, c. 1900

Far Right
Louise Architectural
sketch by Cera Stribley

Historic images
sourced from State
Library of Victoria

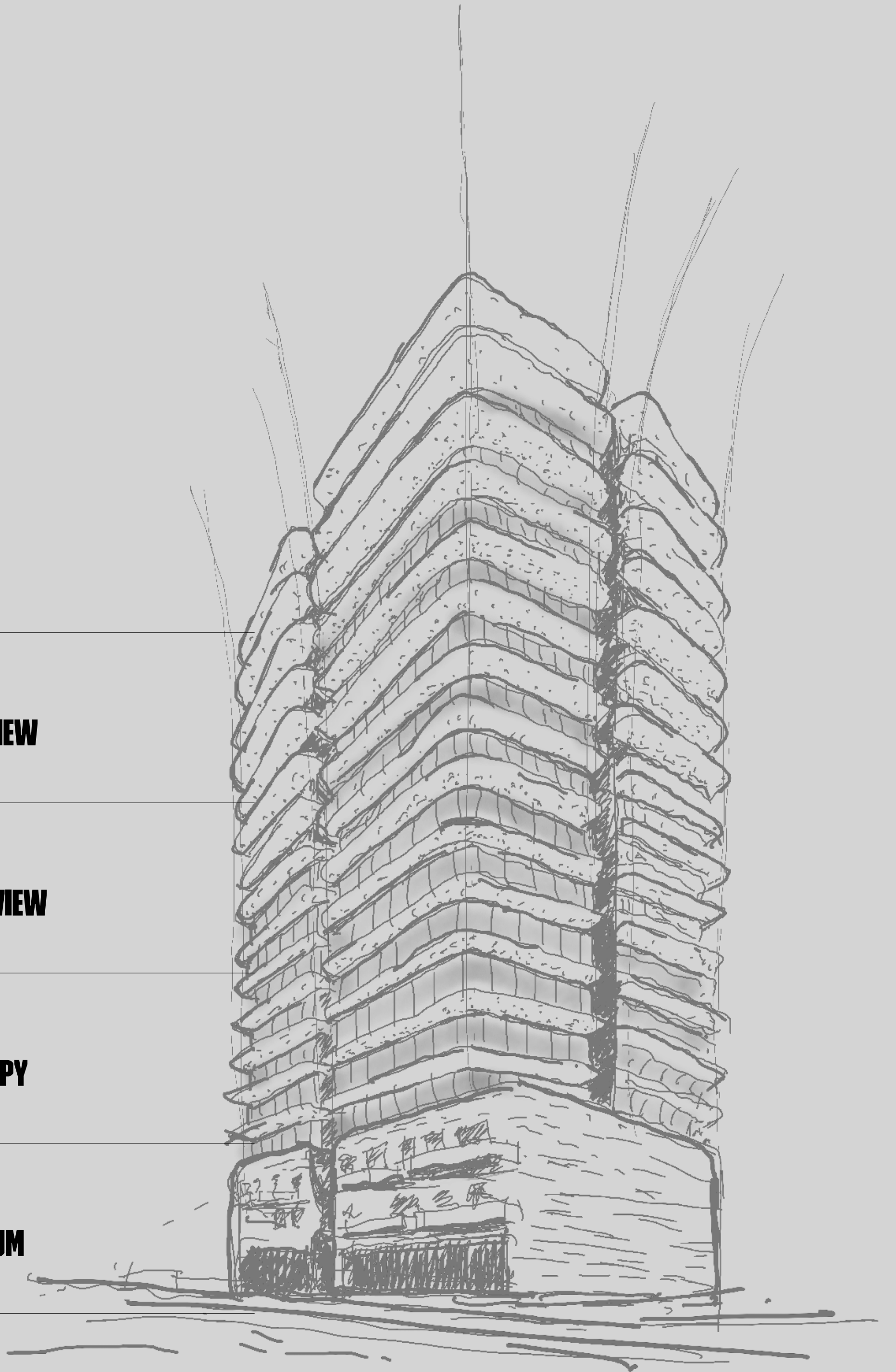


**13-16
BAYVIEW**

**8-12
LAKEVIEW**

**4-7
CANOPY**

**1-3
PODIUM**



Imagined as a new legacy in this extraordinary neighbourhood, LOUISE offers elevated living, ready for the future. Every detail has been considered to create a robust landmark that will last for generations. From sunrise to sunset, it enables a lifestyle that embraces the outdoors and life's many pleasures, great and small.

Below
Artist Impression
of Louise exterior
& lake views

DESIGNED FOR ALL TIME





Left
Artist Impression
of Louise entry

“The architecture has a warm, honest and enduring material palette, featuring red brick and white terrazzo. Sensitive to the heritage character of the area and integrated with greenery, it is wholly connected to its natural and built environment.”

Dom Cerantonio
Founding Partner and
Managing Principal, Cera Stribley

**THE LANDSCAPE IS
INTEGRATED FROM
THE GROUND UP,
CREATING A LUSH
VERTICAL GARDEN.**

At the podium, generously landscaped planters line the balcony, allowing greenery to drape over the edges. The dense landscaping at the lower levels enhances the residents' connection to nature whilst acting as a visual filter for apartments closest to the street. On the tower, planters drape the edges of curved slabs to accentuate its soft architectural form, tapering away as the tower rises.

Below
Artist Impression
of Louise façade
looking up

Left
Fawkner Park
Right
Albert Park

OVERLOOKING FAWKNER

AND ALBERT PARK

WATER

Step right in, and take a sensory journey. It's all in the transition of different spaces and the little details that matter, crafted to stand the test of time.

Opposite
Artist Impression
of Louise Penthouse
to Lake View





THE INTERIORS AT LOUISE ECHO THE SLEEK, CURVED FORMS OF THE BUILDING'S DISTINCTIVE FAÇADE.

Art Deco charm collides with the sensibilities of 21st-century urban living, featuring a high quality and tactile material palette.

Open plan apartments are drenched with natural light, with viewlines that embrace the surrounding parklands, the city and shimmering water.

Above
Artist Impression of
Louise Living, Dining
& Views



LOUISE provides a calm, elegant canvas, to showcase your own sense of style. Flowing spaces create opportunities to engage with landscaped balconies and glorious outlooks, a spectacular backdrop for a beautiful life.

Above
Artist Impression
of Louise Kitchen,
Living & Dining

CAPTURE LIFE'S BEST MOMENTS

ELEVATED LIVING

Full-length glazing opens up to create seamless indoor to outdoor transitions. Glazed balcony balustrades through the upper floors capture the horizon from every aspect, providing a sense of breathability and freedom.

Below
Artist Impression of
Louise Bay View Levels



BUILDINGS THAT LIVE AND BREATHE

Designed with biophilic principles in mind, thoughtful consideration has been directed towards creating generous layouts through built-in joinery, expansive windows, and intuitive use of space.

Opposite
Artist Impression
of Louise
Penthouse Living





All apartments feature an outdoor terrace, a great spot to bask in the views, fresh air and sunshine. It will be a favourite spot in your home. Lower balconies are lined with planters to create a landscaped edge, providing a layer of privacy to podium apartments.

Above
Artist Impression
of Louise Balcony



There is a connection to nature, featuring timber floors, curved timber handles to cabinetry, and stone benchtops, accented by gunmetal tapware. Full-height joinery in the kitchen houses and conceals premium European appliances.

LOUISE offers something different from the conventional light or dark colour schemes. Inspired by sunrise and sunsets, both choices are simple and enduring, ready to complement your collection of furniture or feature artwork.

Top
Artist Impression
of Louise Kitchen in
Sunrise Colour Scheme

Bottom
Artist Impression
of Louise Kitchen in
Sunset Colour Scheme



“Every aspect of Louise has been designed to epitomise quality of life. Curated interior palettes around the themes of sunrise and sunset, offer a blank canvas to cultivate your own sense of style.”

Jessica Coulter
Associate, Cera Stribley

CREATED FOR YOUR WELLBEING

The master ensuite offer an oasis of calm, with full-height tiling in the shower and twin vanities. In the four-bedroom apartments, a stand-alone bath provide a relaxing sanctuary.

Left
Artist Impression of
Louise Bathroom in
Sunrise Scheme

Right
Artist Impression of
Louise Bathroom in
Sunset Scheme

46



47



Left
1R South Yarra
Right
Chin Chin Melbourne

ALL DAY

ALL NIGHT



POOL, LOUNGE,
GYM, STEAM ROOM,
PRIVATE DINING,
OUTDOOR TERRACE.
ALL THE BEST,
LOUISE

Residents at LOUISE enjoy exclusive access to a number of exceptional amenities on the ground floor. If you're not out running around Albert Park Lake, you could get moving on the well-equipped gymnasium or the private pool, illuminated by a magnificent skylight. Perhaps relax in the steam room or stretch out on a deck chair on a sunny day.

When entertaining family and friends, book the well-appointed dining room, which comes with a fully-equipped kitchen. There is also a private lounge area, a great space for more informal get-togethers. An outdoor terrace wraps around the communal areas, beautifully landscaped for your enjoyment.

Top Left
Artist Impression of
Louise Private Lounge

Bottom Left
Indicative Gym Room

Top Right
Indicative Private Dining

Bottom Right
Indicative Communal
Space

This Page
Artist Impression of
Louise Private Pool

CURATING THE BEST

Exuding tranquil resort vibes, the private pool and spa offers a great place to relax and unwind. True to the building's biophilic design philosophy, the presence of water is known to deliver better health and wellbeing by reducing stress and lowering heart rate and blood pressure. The multisensory experience of water enhances psycho-physiological wellness, improving positive emotional responsiveness, concentration, perception, and memory.



TRANQUIL CALM

Above
Artist Impression of
Louise Private Pool

SPACES TO BE

54

Whether you are hosting drinks, a games night with friends or a special occasion with loved ones, the private lounge and adjacent dining room offer a beautiful, flexible venue. A great place to meet and get to know your neighbours, good times await in this thoughtfully considered communal space.

Below
Artist Impression of
Louise Private Lounge

55



PROJECT TEAM

Designed and
Delivered by
Melburninans
for Melburnians

Developed by

Samuel.

Samuel Property is a family-owned, Melbourne-based property developer, specialising in high-end multi-residential developments. In less than a decade, the company has quickly emerged as one of Melbourne's progressive new contributors to the contemporary residential landscape.

Through diligent research and rigorous processes, Samuel Property interprets market trends and economic influences to deliver projects that are ahead of the market. We anticipate the current and future needs of our customers, while forging deep connections with each unique neighbourhood.

We collaborate with like-minded partners to deliver outcomes that beautiful and meaningful, creating places that are timeless and well-considered.

Partnered with

Hummingbird

We believe it's the little things that matter most. Luxury combines with practicality and playful elements to make every part of daily life a dream in the exclusive residences that we develop. Each project by Hummingbird Developments exudes a reverence for the environment and an inimitable sense of scale. Premium architectural design, thoughtful attention to every detail and bespoke finishes transcend functionality to craft effortless, exquisite living in Melbourne's most desirable locations.

Architecture by

CERA STRIBLEY

We are a design focused architecture and interior design studio with an intent on creating meaningful relationships through our work. Committed to designing great buildings and spaces, we strive to explore connections between solid and void, interior and exterior, and one's affinity to the city in our ongoing pursuit for timeless, uncomplicated design.

Landscape by

Acre

Acre is a landscape architecture practice with a focus on distinct environments tailored for individuals. Collaborative and inquisitive, Acre creates spaces that carefully combine monolithic, clean detailing with stylised wildness, placing equal emphasis on architecture and landscaping. Projects vary in scale and sentiment, each embodying a painterly approach that unifies thoughtful, enduring materials with an emotive and tactile flora palette. Acre environments are designed to evolve across time and seasons.

Brand by

WhiteNoise.

White Noise is a creative collective committed to crafting authentic brand experiences tailored to your unique vision. With our diverse skillsets, experience and knowledge, we deliver a wide range of services from concept development and strategic thinking, through to creative and asset delivery.



CONTACT US

—
**All the best,
Louise**

Don't miss this rare opportunity, in one of Melbourne's best locations.

At LOUISE, discover the perfect apartment for the lifestyle you've always wanted.

louisemelbourne.com.au

Scan to discover



Opposite
Artist Impression of
Louise façade at dusk



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Developed by

Samuel.

Partnered with

Hummingbird

Architecture by

CERA
STRIBLEY

Landscape by

Acre

Brand by

WhiteNoise.