


No.19 Hoff Boulevard

MELBOURNE SQUARE

A woman with dark hair, wearing a white long-sleeved shirt, is looking upwards with a slight smile. She is standing in a park, with her hand reaching towards a tree branch. The background is a lush green forest with sunlight filtering through the leaves, creating a bokeh effect. The text is overlaid in the center of the image.

Discover a sensory
living experience within
Melbourne's most livable
parkside precinct.











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Paul Curry, Director - Cox Architects.

Creating any lasting legacy is ambitious, but four years ago, a vision for Melbourne Square emerged to do just that. A place enhanced by the cultural Arts Precinct and iconic city venues around it, and a place that enriches life for those within it, creating a true Melbourne community amidst thriving gardens, parks and genuine amenity. With the successful completion of Stage 1, Melbourne Square is today the largest consolidated site in Southbank.

Now, we present the next evolution, 19 Hoff Boulevard. The tallest building on site that extends the language of landscape and surrounding nature. With gently rounded corners and curved glazing, the tower rises to the sky with a softness in its architecture and elegance in design. Below it, the podium displays a fine degree of materiality and focus on articulation from the ground level.

A sculptural gateway to Melbourne, and a new legacy for Melbourne Square.



1. Kennedy Park

- 3,745m² of Lush Parkland
- Established Gardens
- Waterfall Feature
- Natural Auditorium
- Variety of Breakout Areas

2. Ground Floor Convenience

- Double-storey Woolworths
- Nido Childcare
- BWS Bottle Shop
- Variety of International Shops / Eateries
- 10 Hoff Cafe

3. Activation Space (Proposed)

- Multi-Use Space for Events
- Variety of Recreational Areas

4. Future Display Suite (Proposed)

- Interactive Display Suite
- Display Suite Car Park

Southbank's Most Vibrant Precinct.

No other inner-city address offers such a breadth of amenity and sense of community. Already with a full-line Woolworths supermarket and childcare centre, the precinct will continue to take shape as the only Southbank development with an expansive 3,745m² park (Kennedy Park), boasting established gardens, a waterfall and leafy grounds. The proposed activation space will host future events, while seasonal activations will provide opportunities for the community to come together and enjoy.



Kennedy Park, Melbourne Square.



Hoff Boulevard, Melbourne Square.



Multi-Award Winning Development.

PropertyGuru Asia Property Awards 2022
(Australia)

- Best High Rise Mixed Use Development - Winner
- Best High Rise Apartment Development (Vic) - Winner
- Best Mixed Use Development (Australia) - Country Winner

Property Council Australia Awards 2022

- Best Mixed Use Development - Finalist

UDIA Awards for Excellence 2021

- Best Mixed Use Development (Vic) - Finalist

Asia Pacific Property Awards 2020

- Best Mixed Use Development - Winner

Asia Pacific Property Awards 2020

- Best High Rise Architecture - Winner
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Artist's Impression.



Chris McCue, Managing Director - Carr.

This is truly a living and breathing building. We drew deeply on the rich natural landscapes of the surrounding precinct, which are woven through the building's generous amenities through the material palette and quality fittings. From the gently lit, articulated lobby to the double-height views on the 55th floor, each interior connects immediately to the bay and garden views, offering a sense of scale and freedom.

The residences capture beautifully restrained and timeless interior architecture. Continuing the same reductionist ideology and palette, nature shines through warm, tonal materials and subtle, textured finishes. Together, they create a calm environment for you to make your own and live your way. Perfectly attuned with a design that elevates the senses, we feel very privileged to carve new spaces for the next generation.



Premium Resident Spaces.

A highly considered and refined suite of exclusive amenities, elevated with panoramic views of the CBD skyline for residents to host family and friends.

- Exclusive Penthouse Lounge
- Premium Dining Room
- Dedicated Wine & Whisky Storage
- Exclusive Level 55 Residents' Gym



Entertainment Spaces.

Next generation spaces that support active living and a healthy lifestyle, through a range of sporting, playful and restful zones across two levels.

- Cinema Room
- Karaoke Room
- Golf Simulator
- Private Dining Rooms



Co-Working & Business Facilities.

A multi-level work club concept for effortless collaboration or concentration, flowing through private and shared spaces with breathtaking views over the Royal Botanic Gardens.

- Meeting Rooms
- Breakout Zones
- Private Pods
- Open Plan Design



An Established Community.

Your own place to build a genuine sense of connection that suits your lifestyle, with a large variety of established groups to choose from in the building community.

- Dog Walking Groups
- Personal Training Groups
- Games & Book Clubs
- Curated Community Resident Events

“Inspired by nature, crafted by hand, 19 Hoff Boulevard is a one-of-a-kind design that celebrates the idea of a sensory living experience. Nothing was off-limits, and that freedom is liberating.”

Chris McCue, Managing Director - Carr.

Interiors Inspired by Nature.

The best buildings of today embody a hybrid, home-focused design. From dog-grooming and workshop facilities to the hotel-style ambience of the lobby, 19 Hoff Boulevard is beautifully designed with interconnected spaces that offer much more beyond your residence. We think having choice about how you interact with each amenity and each space provides a sense of ownership, and that builds the community from which everyone can benefit.



Artist's Impression.



Jack Noonan, Vice President, Asia Pacific
International WELL Building Institute.

We know that great spaces prioritise and improve health by helping fuel our bodies, keeping us connected, inspiring our best work and facilitating a good night's sleep. We also know that our buildings must respond better to create places that feel healthier, happier and deliver more sustainable outcomes.

This is why 19 Hoff Boulevard is one of the first residential projects in Australia registered to pursue WELL Certification. OSK Property has applied this world-leading framework from the ground up with a holistic suite of integrated solutions, including optimised access to natural light, great thermal comfort and indoor air quality, through to social, fitness and mental wellbeing amenities.

Together, they create an ecosystem to help you live well every day.



Fitness & Wellness Spaces.

Take health to a new level with two dedicated gyms, offering spectacular views, state-of-the-art equipment and your space to relax and unwind in a tranquil environment.

- Podium Gym
- Indoor Spa
- Sauna
- 25m Swimming Pool



Podium & Terrace Gardens.

In immersive, layered gardens, lounging areas and entertainment spaces are inspired by the native-planted landscapes of Melbourne's significant gardens.

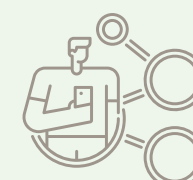
- Zen Garden
- Al Fresco Dining
- BBQ Facilities
- Shaded Seating Areas



WELL Pre-Certification.

One of the first residential projects in Australia registered to pursue WELL Certification, featuring holistic sustainability solutions integrated within the building.

- Gas-Free Residential Building
- Carbon Neutral Operation Enabled
- Electric Car Charging
- Fresh Air, Lighting & Thermal Comfort



Future-Proof Living.

Industry-leading technology and connectivity to help you personalise your space and facilitate your everyday life at 19 Hoff Boulevard and for the broader Melbourne Square community.

- Integrated Home Automation
- Social Communities at Your Fingertips
- Smart Lockers for Seamless Collection
- Smart Building App for Everyday Services

“It’s rare to create a building designed today delivering tomorrow’s living standards. A blueprint for modern life, 19 Hoff Boulevard is for you and your community to live well and foster better connections than ever before.”

Paul Curry, Director - Cox Architects.

Designed for the Future.

Showcasing industry-leading sustainability and built-in connectivity, 19 Hoff Boulevard is designed for tomorrow's living standards. Along with a smart building app, home automation, security, smart lockers and convenient access to everyday services, the WELL Certification is also crucial in future-proofing the building. Healthy living and technology combine to create a safer and thriving community.

Malthouse Theatre

Australian Centre for Contemporary Art

M MELBOURNE
SQUARE®

University of Melbourne - Faculty of Arts

The Ian Potter Southbank Centre

Victorian College of The Arts

Southbank Theatre

The Buxton Contemporary

Southbank Boulevard Redevelopment

New Contemporary Gallery Site

National Gallery of Victoria

Melbourne Arts Centre

Sidney Myer Music Bowl

The Pavilion

Melbourne Symphony Orchestra

Hamer Hall

Arbory Afloat

Flinders Street Station

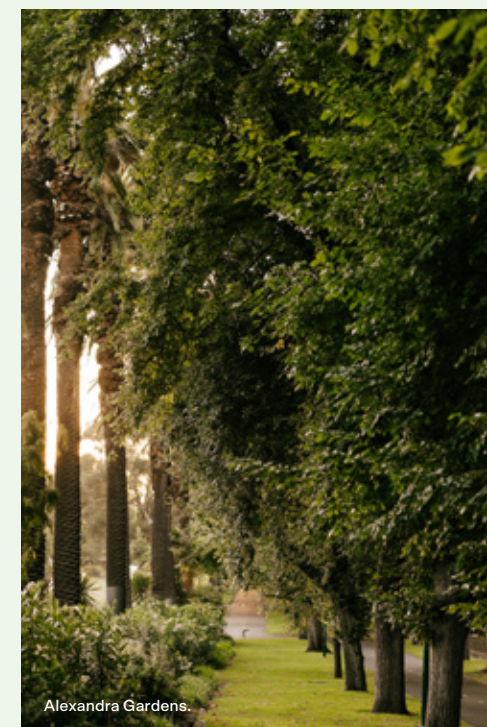
Federation Square

Ian Potter Gallery

Australian Centre for Moving Image



National Gallery Of Victoria.



Alexandra Gardens.

Southbank & Surrounds.

The rich cultural energy of Southbank shines through its internationally-renowned Arts Precinct, where Melbourne's most progressive, acclaimed and dynamic galleries, theatres, performances and exhibitions are on show all year round.

Set to grow as the exciting Arts Precinct redevelopment evolves, Southbank residents will be perfectly placed within the heart of a globally-recognised cultural centre.

Beyond, Melbourne's celebrated attractions are moments away. From Melbourne's top fashion boutiques to the Royal Botanic Gardens, and major sporting precinct through to Crown Casino, Southbank's proximity to the best of the city is peerless and it remains a true international destination.



Melbourne Square, Southbank.

OSK

Visionaries.

A prestigious developer driven by the pursuit of design excellence, renowned for an ability to deliver award-winning projects of exceptional vision, value and significance.

oskgroup.com



Melbourne Square, Southbank.

COX

Architecture.

A multi-disciplinary, international Australian practice with a strong 60-year history and an ethos based upon principles of structure, craft, art and nature.

coxarchitecture.com.au



97 Mathoura Road, Toorak.

CARR

Interior Architecture.

One of Australia's most prolific architecture and design firms with a reputation for crafting extraordinary homes that are as practical as they are inspiring.

carr.net.au



Jackalope Hotel, Merricks.

TCL

Landscape Design.

Award-winning Australian practice focused on the poetic expression of landscape and contemporary culture, through context, site and community.

tcl.net.au

“A project of this scale and significance requires a collaborative partnership with experts who share our commitment to deliver something extraordinary.”

Ong Ju Yan, Group Managing Director - OSK.

Building a Legacy.

OSK Property has delivered on its vision to create its first exciting landmark project within one of Melbourne's most culturally significant locations. 19 Hoff Boulevard will continue this legacy of creating award-winning developments that enhance the lives of its residents and the broader community together.



C O X carr T.C.L













nextchaptermsq.com.au

Display Gallery open daily 10am–5pm.
Corner of Power Street & Kavanagh Street
Southbank, Melbourne.