

# WEST END

WST.MLB



# LIVE DIFFERENT

West End is not for the meek. It is for those who embrace their individuality, people with an eclectic appetite for life. At the cusp of the city and West Melbourne's unique charm, West End delivers resort-style living. It is a destination like no other, imagined by a collaboration of Australia's best designers.





MELBOURNE'S  
BEST-KEPT SECRET



On the doorstep of the world's most liveable city, West Melbourne is on the edge of the Melbourne CBD, just north of Docklands and alongside Queen Victoria Market. With rapid urban renewal and close proximity to everything you love about Melbourne, there is a sense of community in this inconspicuous suburb.



SOUTHERN CROSS STATION

ETIHAD STADIUM

DOCKLANDS

# WEST END

WST. MLB

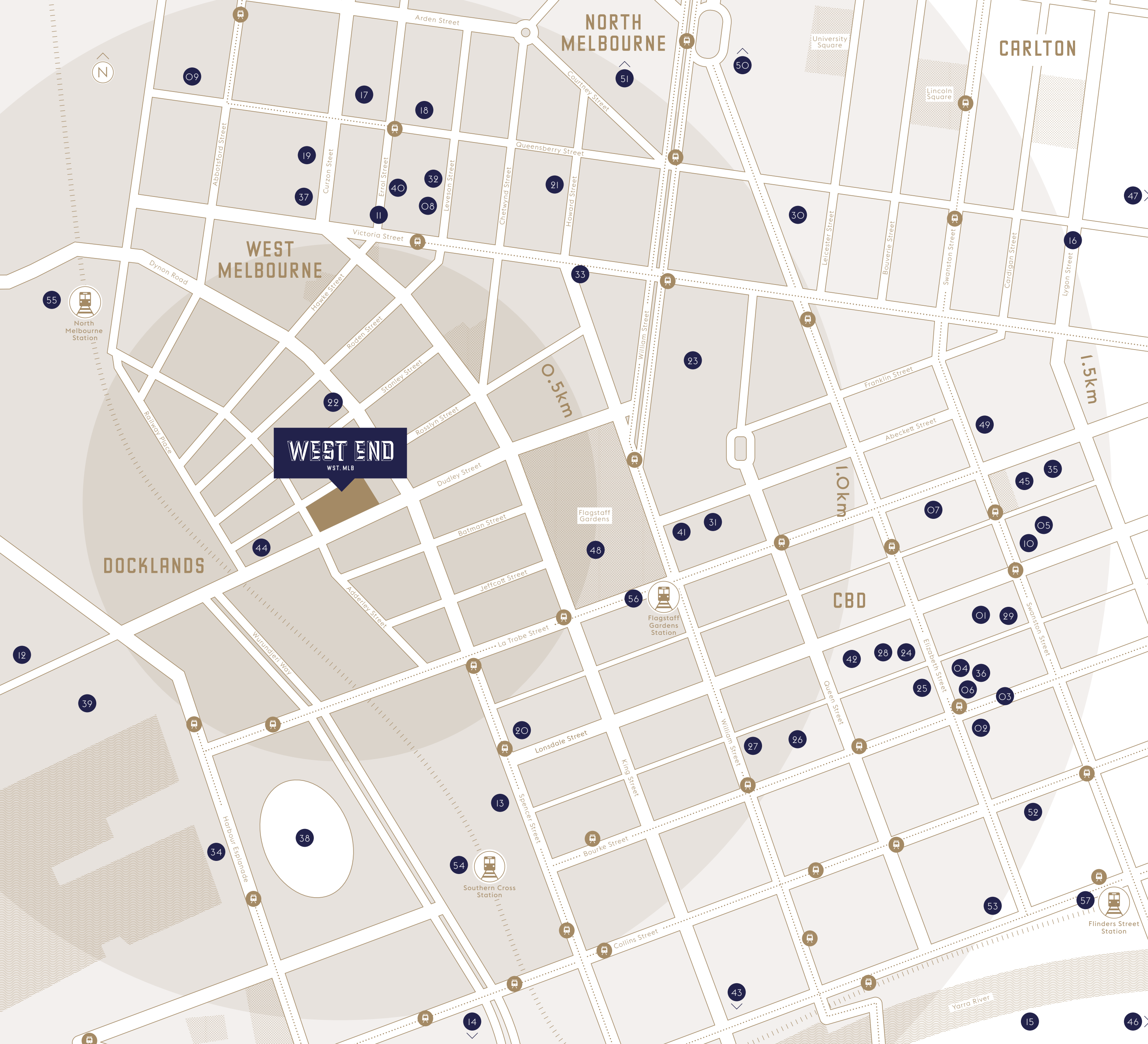




**CITY VIBRANCE  
URBAN CALM**

A location with unparalleled connectivity, West Melbourne is one block from the city's free tram zone and walking distance to train stations, parks, shops and restaurants. Every convenience is just a few minutes from home.

Minutes from the affluent legal precinct along La Trobe Street and the world-class medical precinct along Flemington Road, West Melbourne is tucked away from the hustle and bustle, while offering easy access to the best of Melbourne.



**RETAIL**

- 01 Emporium Melbourne
- 02 Royal Arcade
- 03 Bourke Street Mall
- 04 Acne Studios
- 05 A.P.C
- 06 GPO
- 07 Melbourne Central
- 08 Quirk & Co.
- 09 Guild of Objects
- 10 Q.V
- 11 Errol Street Retail
- 12 Harbour Town
- 13 Spencer Outlet
- 14 DFO Southwharf
- 15 Southbank Promenade
- 16 Lygon Street Precinct

**DINING AND CAFES**

- 17 Auction Rooms
- 18 5 Lire
- 19 The Town Hall Hotel
- 20 Higher Ground
- 21 Code Black
- 22 Junie Moon's
- 23 Queen Victoria Market
- 24 +39 Pizzeria
- 25 Tipo OO
- 26 Movida Aquí
- 27 Patricia
- 28 Sun Moth Canteen
- 29 8-bit
- 30 Seven Seeds
- 31 Operator 25
- 32 The Roasting Warehouse
- 33 Common Ground
- 34 Hortus x Seven Seeds

**BARS**

- 35 Heartbreaker
- 36 Kirk's Wine Bar
- 37 Joe Taylor

**ENTERTAINMENT**

- 38 Etihad Stadium
- 39 Hoyts Docklands
- 40 The Comic's Lounge
- 41 Birds Basement Jazz Club
- 42 Paris Cat Jazz Club
- 43 Crown Casino and Southgate Arts Precinct
- 44 Festival Hall

**ARTS/CULTURE**

- 45 State Library
- 46 State Theatre
- 47 Royal Exhibition Buildings

**PARKS AND GARDENS**

- 48 Flagstaff Gardens

**EDUCATION**

- 49 RMIT
- 50 Melbourne University
- 51 University High School
- 52 Monash University
- 53 Victoria University

**TRANSPORT**

- 54 Southern Cross Station
- 55 North Melbourne Station
- 56 Flagstaff Station
- 57 Flinders Street Station



## GATEWAY TO THE CITY



Southern Cross Railway Station is down the street, your gateway to the rest of Melbourne, interstate and the Tullamarine International Airport. The North Melbourne Railway Station is also within easy reach, a major interchange for commuters heading north and west.



North Melbourne Train Station





## A LIFE OF GOOD TASTE



Enjoy Melbourne's best cafés, eateries and bars, offering diverse cuisine and world-class delights. From laid-back brunches to refined dining, gastronomic adventures are just outside your door.





Coach on St. Collins Lane

## INTERNATIONAL PLEASURES



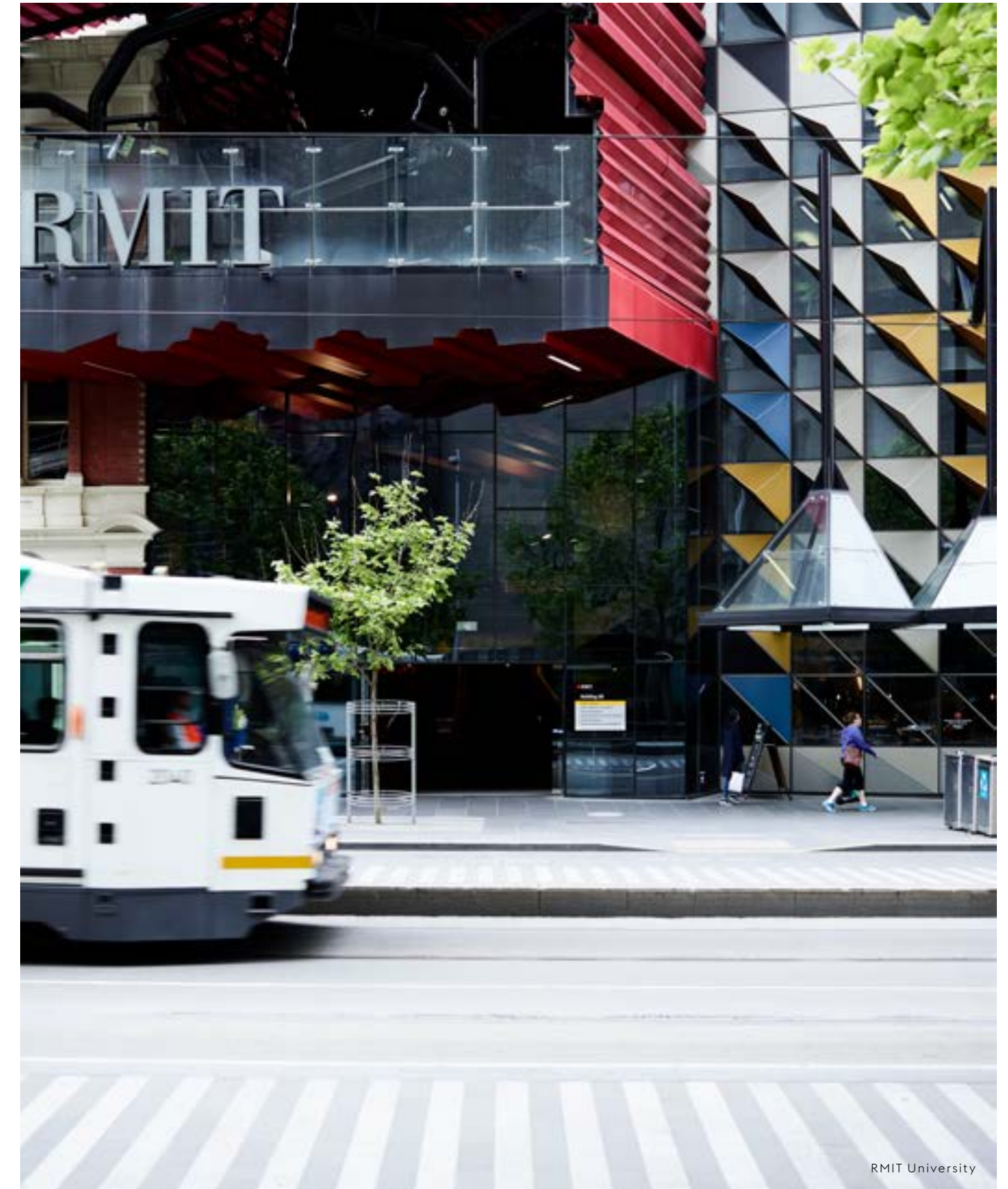
Step into a world of shopping in a city of unending excitement. The most coveted Australian, international and luxury brands are just a heartbeat away.







State Library



RMIT University

## WORLD-CLASS EDUCATION



Some of Australia's most respected institutions of learning are within walking distance, including the University of Melbourne and RMIT. Popular high schools, both private and public, are within close proximity, such as Haileybury and University High.





NEVER A  
DULL MOMENT



At dusk, city lights illuminate this amazing city, as exciting in the evening as it is during the day. Melbourne's entertainment, bar and club scene is like no other. The best of Melbourne's nightlife is just moments from home.





A DESTINATION  
LIKE NO OTHER



West End is destined to become the ultimate place to live in, with quality residences and amenity above a vibrant public realm. Curating a truly Melbourne retail offer and urban dining experience, West End will comprise of four residential towers, a new concept ultra urban 5-star Adina Hotel, F&B establishments, a day spa, a full-line supermarket, a medical centre, a gymnasium and abundant car parks for both residents and retail customers. A new destination for Melbourne, it will be loved by local residents and visitors from near and far.





WEST END IS A VISIONARY  
COLLABORATION OF  
AUSTRALIA'S BEST NAMES  
IN ARCHITECTURE, INTERIOR  
AND LANDSCAPE DESIGN,  
A BOLD NEW DESTINATION  
FOR MELBOURNE

ROBERT DICINTIO – TRENERRY



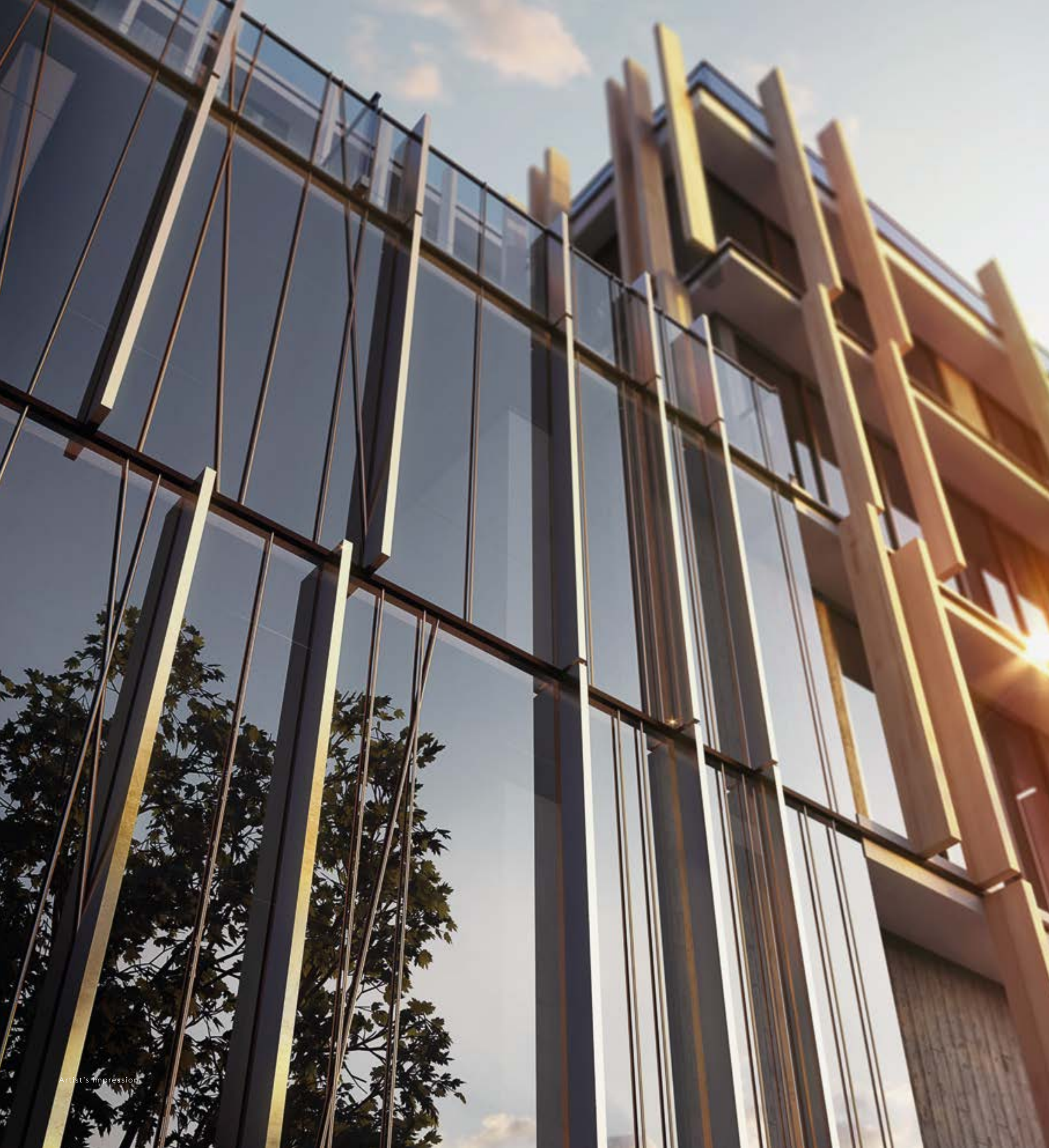
## THE BEST OF MELBOURNE LIVING



West End is a showcase of resort-style living with interiors and public spaces created by some of Australia's most acclaimed architects and interior designers. All eyes will be on West End, a new focal point for the local and wider community.







## INSPIRED BY THE PAST DESIGNED FOR THE FUTURE

Celebrating West Melbourne's industrial heritage, West End's architecture acknowledges its past with a contemporary twist. Beautiful towers echo the language of industrial buildings, each unique in its form and materiality. The use of concrete, brick and glass is softened by timber articulation, creating a distinctive yet cohesive rhythm across every building. Lush greenery, a public park and a beautifully landscaped plaza complete this urban sanctuary.



# ADDERLEY



## ADDERLEY

West End's tallest and most magnificent building, Adderley is a columnesque tower of gleaming charcoal glass, embellished with brass glazing details. Reminiscent of grain silos reaching into the sky, the tower offers residents optimal views to the Docklands, Flagstaff Gardens and the Melbourne city skyline. Standing proud from a bold podium, its strong presence claims its place as a new iconic residence in West Melbourne.



## THE SPENCER

Designed to look like a collection of buildings, The Spencer proudly embraces West End's public plaza and laneway. Rising above retail shops, cafés and a medical centre, the building exudes unique character. Its concrete façade is imbued with copper oxide, resulting in a subtle colour evolution over time. Upper levels feature beautiful brickwork, while timber panels inside balconies soften the look. Steel shroud windows feature on its west-facing façade, offering shade from the sun while generating movements of light and shadows.



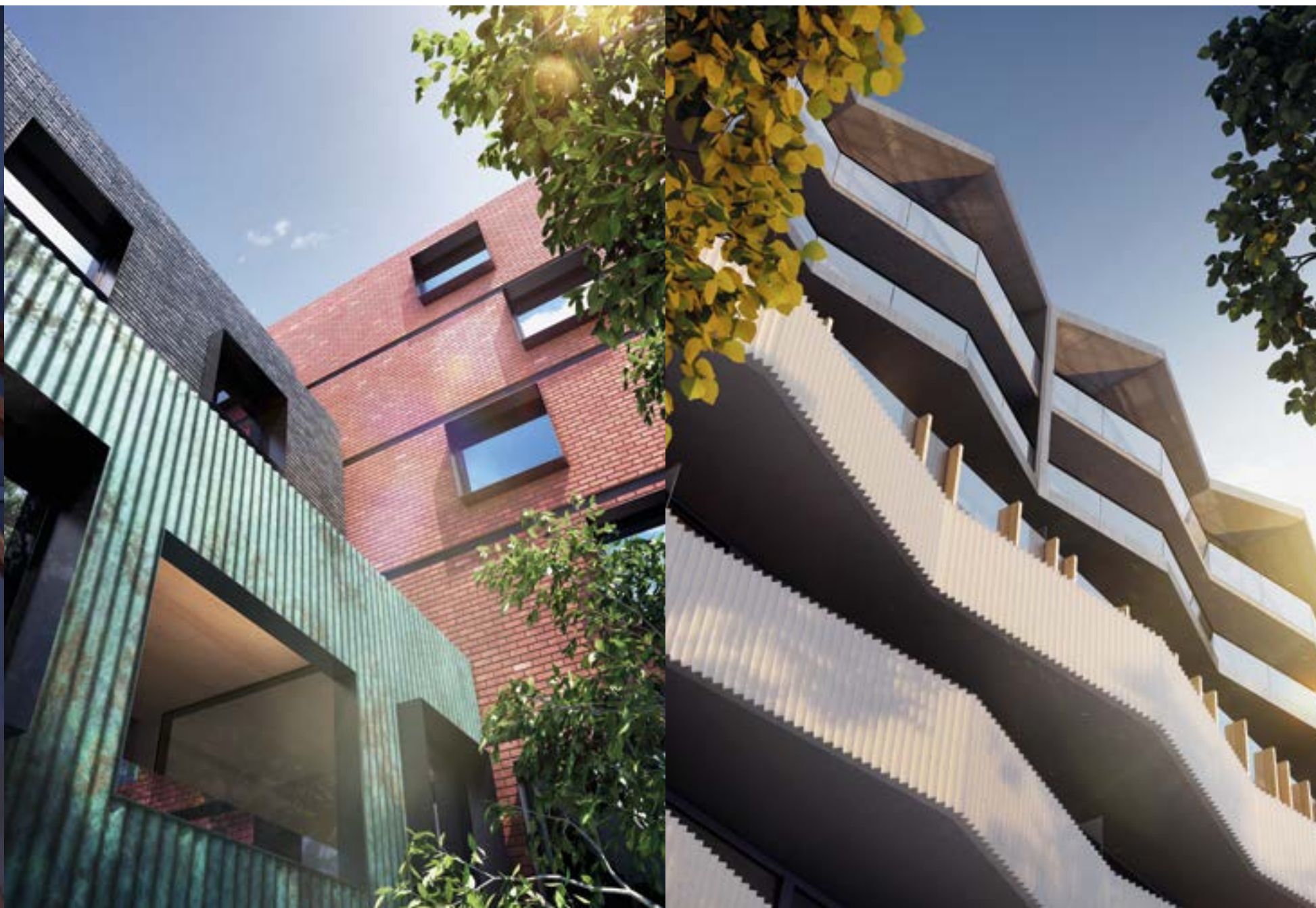
## THE MAIL HOUSE

A distinctive building with a stunning gable rooftop, The Mail House reflects the area's industrial past with skilfully crafted concrete panels. Facing Dudley Street, the podium's moulded concrete balconies echo the geometrical patterns of the roof, while its eastern façade engages West End's vibrant laneway.



## THE FOUNDRY

Facing north on Rosslyn Street, The Foundry displays a saw-tooth form, dressed in classic brick and framed by textured concrete. A proud expression of West Melbourne's industrial heritage, The Foundry's unique design embraces the energy and history of this dynamic location.





## ADINA HOTEL



Inspired by the Flagstaff Gardens and the tranquility of West Melbourne, the new concept, ultra urban Adina Hotel embraces boutique 5-star living with 93 serviced apartments. Understated architecture pulls the gardens into the building, with a lush atrium at the lobby foyer echoing life on a forest floor. A magical sensory experience, the lobby celebrates the sounds, textures and fragrance of nature. A sophisticated reception features mirrored ceilings, sculptural brass details and geometric green walls, cleverly illuminated to evoke a sense of mystery.

*Adina*  
apartment hotel



Artist's Impression

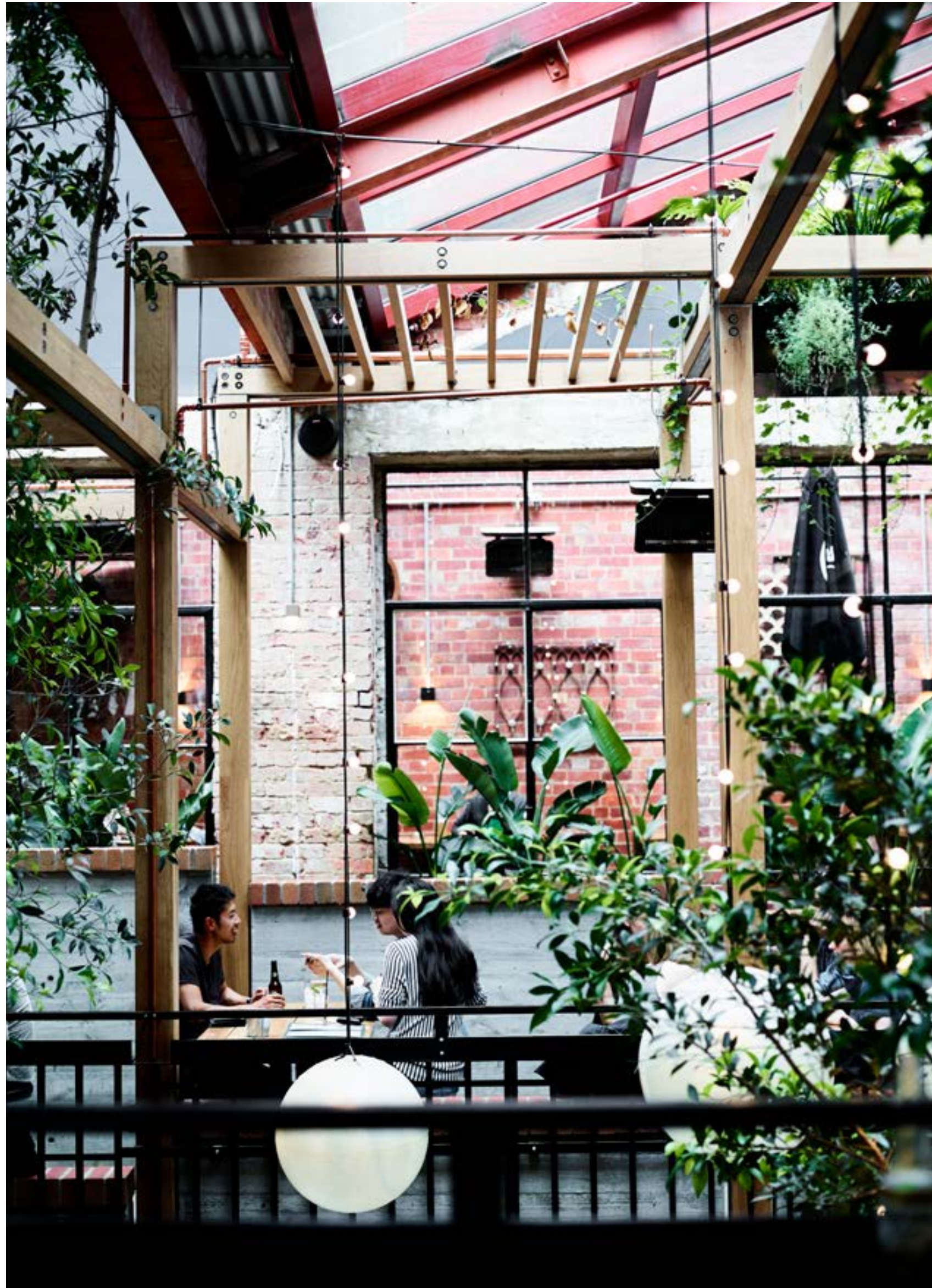


# WEST END AVENUE

## ECLECTIC RETAIL EXPERIENCE

West End is designed with active shopfronts, a public park and creative laneway, allowing local residents and visitors to engage in a vibrant plaza. Every day in this urban village, residents will mingle with visitors from West Melbourne and further afield, a destination for all.





## EVERYTHING YOU NEED



West End residents will enjoy the convenience and pleasure of a full-line supermarket, a gourmet providore, exciting restaurants, a private residents' cinema and an art gallery. A corner tavern and even a medical centre are also part of the masterplan.







WEST END IS A TRULY  
INSPIRED URBAN  
SANCTUARY, DELIVERING  
UNRIVALLED AMENITY  
AND RESORT-STYLE LIVING  
FOR A NEW ERA

ROBERT DICINTIO - TRENERBY





# WEST GARDENS

A charming patchwork of perennials, trees and shrubs, there are quiet areas for contemplation and meditation, as well as a BBQ area with dining pergolas. As one meanders through the garden paths, the view constantly changes, evoking a sense of journey and discovery.





## WELLNESS AND HEALTH



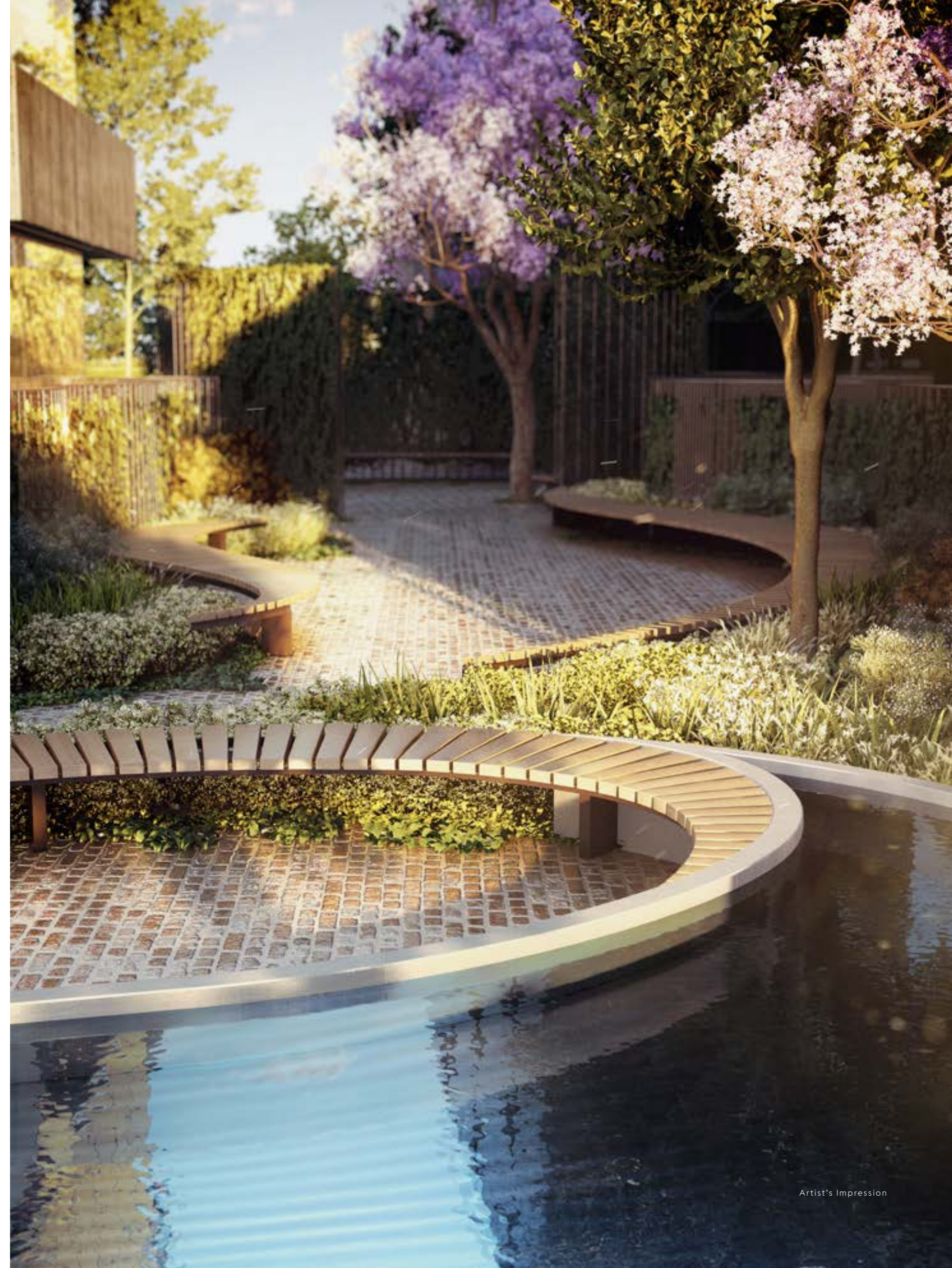
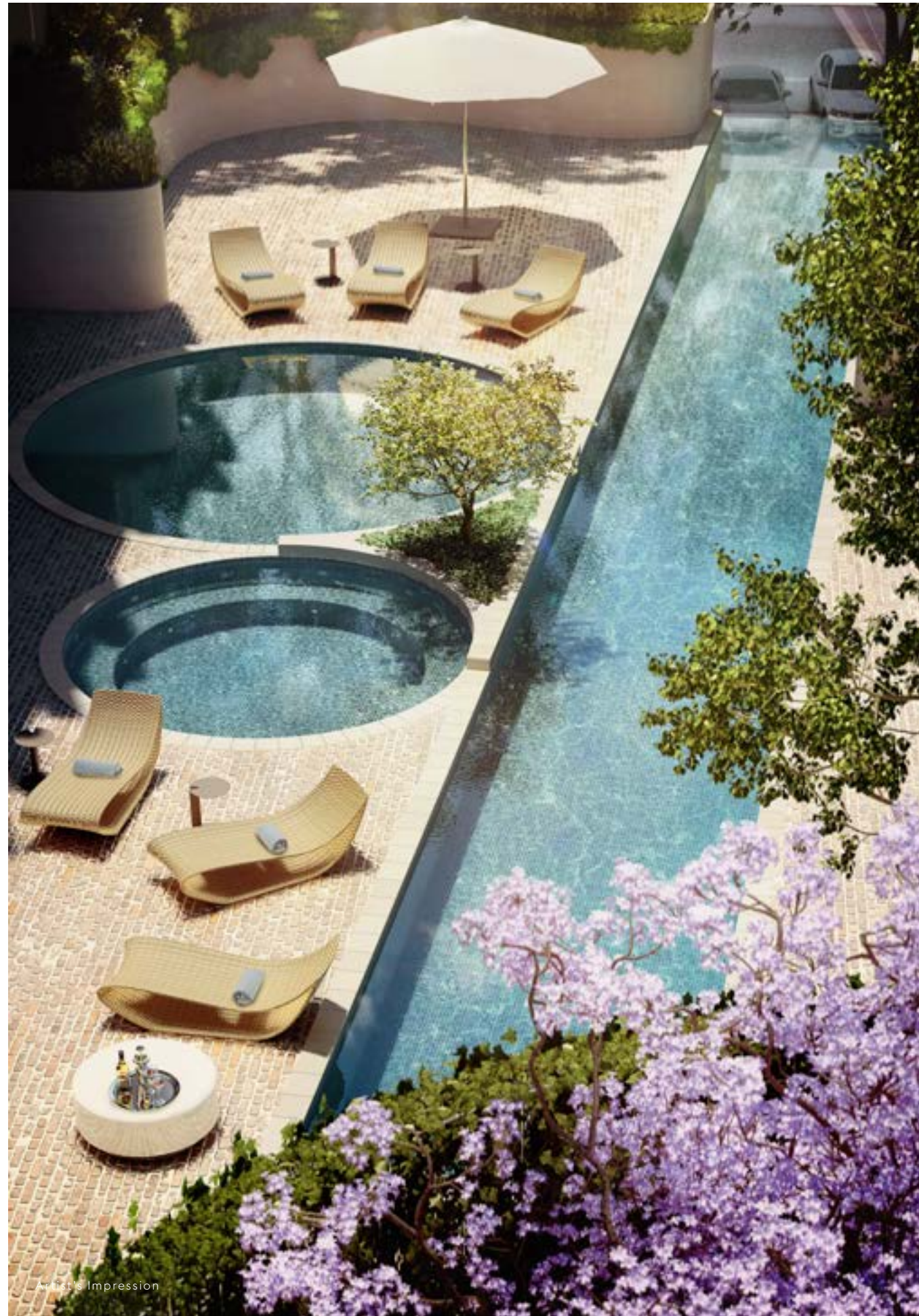
Dedicated to your well-being, the podium rooftop features a lush residents' garden and a swimming pool for West End residents and Adina Hotel guests. West End will also offer a modern day spa, catering to both residents and visitors. Inspired by water and nature, the indulgent spa will feature interactive treatment rooms with innovative therapies.

For those pursuing fitness, a state-of-the-art gymnasium in the precinct will be offered to both residents and the public.













## A NATURAL WAY OF LIFE

Enjoy an outdoor oasis throughout the year, a lush environment in which to relax, socialise or entertain. This beautiful freeform garden on the podium is a verdant escape, a place for residents to linger and stay awhile. Layers of foliage and deciduous climbers thrive against an evergreen backdrop, providing bursts of colour with each changing season.





WEST END DELIVERS  
A LIFESTYLE LIKE  
NO OTHER, A PLACE  
TO LIVE DIFFERENT

CHT ARCHITECTS



## YOUR WORLD AT YOUR FINGERTIPS



West End is the future of seamless integrated living. With WE/life technology, connect to your building manager, security, amenity and services on your WE/life apartment tablet or smartphone app. Enjoy access to your home from anywhere in the world, including video intercom and 24/7 live security footage.

At your discretion, remote keyless entry allows guests, cleaners and tradies into your apartment securely while you're at work. Laundry and online shopping deliveries can also be delivered to your concierge for secure parcel storage, accessible via password on the WE/life app. Everything you need to know about your residence or building is available at the touch of a button, including real-time utility consumption.







## 24/7 AMENITIES



West End represents an exciting way of life. A concierge is at your service 24 hours a day, 7 days a week, with each residential building offering parcel and wine storage, in-apartment dining, laundry services and apartment cleaning. Pet owners will love this new community, which offers a pet wash facility and dog walking services. In the basement, there is plenty of residents' parking, including Tesla charging stations. Residents who opt for shared transport will have access to Go-Get cars.







A COLLABORATION  
OF THE BEST



West End brought together Australia's most celebrated architects and designers to create a residential development like never before. An eclectic mix of quality apartments, each team delivered a distinctive identity and vision, creating a tapestry of ideas that truly defined the precinct's character.





# ADDERLEY

## INSPIRED BY ITALIAN VOGUE

Adderley is a lustrous assembly of contrasting materials and bold geometry in a refined industrial context. A natural, monochrome palette and sophisticated backdrops offer flexibility for customisation through art and furniture, a fine choice for avid collectors. Classic yet unexpected, Carr Design drew inspiration from the stylish, eclectic beauty of Europe, with a distinctive Italian flavour.

Rich textures and juxtapositions define Adderley's highly robust, yet polished expression. The lavish use of terrazzo, warm timber veneer joinery and metal detailing showcase deeply layered materiality, beauty that is created to last and endure. There is a focus on clean, strong lines and symmetry in bespoke joinery, embellished by timeless accessories and finishes.

carr





Artist's Impression



## TIMELESS BEAUTY

Thoughtful and considered, The Spencer offers spaces people want to live in. In true Hecker Guthrie style, it is about delivering simple elements with maximum impact. There is a genuine sense of home and logical flow of space, planned for comfortable and stylish living. Inspired by rhythm in geometry, The Spencer delivers modern clean lines and unique detail, including feature rails and designer pendant lighting.

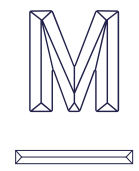
Smart and seamless joinery offer generous, flexible storage, providing plenty of room for everything you need. Streamlined floorplans cleverly align the kitchen and laundry areas away from living zones. Enduring and timeless, quality finishes and fittings include hard-wearing granite terrazzo benchtops, brushed nickel tapware and integrated appliances, with the cooking hood cleverly concealed from view.

**Hecker  
Guthrie**





Artist's Impression



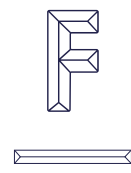
## REFINED URBAN LIVING

For The Mail House, Mim Design's holistic interior approach delivers an authentic response to the building's sculpted form and sawtooth character. The subtle use of raw, natural materials embraces West Melbourne's industrial past, offering textures you can see and touch. There is calm symmetry in its planning, and privacy in its solidity. Every element is aesthetically pleasing, complementing views to the CBD, Docklands and Flagstaff Gardens.

Cleverly crafted joinery is a play on geometry, where strong and robust materiality contrasts a soft, warm palette. A semi-professional chef's kitchen is perfectly equipped for entertaining, while bedrooms offer plenty of storage and integrated bespoke finishes, including a semi walk-in wardrobe. Timeless bathrooms provide the ultimate private sanctuary, a place to relax in an understated environment.

## MIM DESIGN





## A MODERN ORIGINAL

Beautifully crafted interiors hark back to the days of early industrialisation featuring exposed high ceilings. Celebrating a robust material palette with a refined modern touch, The Foundry is reminiscent of converted warehouses or loft apartments, a display of austere steel and natural concrete, balanced by delicate glass, brass and leather.

Joinery are monoliths of gunmetal steel, adorned with brass and mirror, while black granite benchtops and marble splashbacks grace the kitchen. Herringbone timber parquetry dress the living and kitchen areas, while the balcony features bluestone. Plush carpeted bedrooms and mosaic bathrooms complete these unique residences.

6<sup>o</sup>



Artist's Impression



## WORLD-CLASS ALLIANCE



West End is brought to you by a team of visionaries and Australia's top creative minds. Together, the team will bring to life a new benchmark for quality living, a new landmark for Melbourne.

### CARR DESIGN

The Carr Design Group is one of Australia's most influential architecture and interior design firms. For over 40 years, the firm has maintained a position as leaders of design practice and thinking. Delivering projects across Australia, a host of successful outcomes and long-standing client relationships are testament to our team's consistency and commitment. Carr delivers design excellence in three core specialisations: workplace, hospitality and residential. Each discipline benefits from the knowledge, research and testing of the other.

carr

### MIM DESIGN

An award-winning Melbourne-based practice known for its creativity, high-end finishes and attention to detail, Mim Design is a studio well-regarded for its tailored client strategies, from concept to delivery. Its focus is to inspire clients with a finished project that goes beyond expectations. Recognised nationally and internationally, MIM Design has spent more than 20 years curating a diverse portfolio spanning high end residential, retail, hospitality and corporate projects.

### MIM DESIGN

### HECKER GUTHRIE

The studio of Hecker Guthrie is a multi-disciplinary practice, driven by the principles of authenticity, consideration and enthusiasm. The studio's approach is to create a unique identity for each project and this resonates not only in the design solution but also in the selection of a natural palette of materials and the sharing of knowledge. Paul Hecker and Hamish Guthrie are highly respected representatives of the Australian design community, often called upon for judging and public speaking commitments. Their work is regularly published in design and lifestyle journals, books and blogs.

Hecker  
Guthrie

### SIX DEGREES ARCHITECTS

Established in 1992, Six Degrees is one of Australia's leading architectural practices. We work across residential, masterplanning, placemaking, aged care, commercial, hospitality and education. It delivers design solutions for new and heritage places, developing planning and design strategies for large public and private clients, or to reactivate underperforming civic precincts. The founding principle of Six Degrees is to address human needs through the built form. We design functional, aesthetic and sustainable environments that are commercially smart. This approach has made Six Degrees a specialist in creating high-use places that vary in both application and scale.

6°

### URBAN PTY LTD

Since its inception in 2009, Urban has successfully developed and delivered more than \$2 billion worth in residential, commercial, retail, industrial and master-planned projects. We specialise in project procurement and management, consultant engagement as well as cost control and reporting, from inception to completion. Urban identifies and improves project opportunities, supported and encouraged by Australia's leading financial institutions and publicly listed real-estate businesses. Urban brings the very best service to clients across all property disciplines, including residential, mixed-use, retail, commercial and hospitality.

urban

### ECKERSLEY GARDEN ARCHITECTURE

Eckersley Garden Architecture offers a revitalised approach to landscape design. Merging experience and creativity, our passion lies in crafting unique relaxed gardens that invite the inhabitants to enjoy their outdoor space. With an understanding of how space and facility work together to create lifestyle and amenity, Eckersley Garden Architecture is driven by all threads of the design process. We work collaboratively with the client to turn the brief into an individually tailored garden that takes the art of garden making to a new level.

E





## TRENERRY PROPERTY GROUP

Trenerry Property Group is a property developer specialising in residential and mixed-use projects in Melbourne's inner metropolitan areas. Established as a consortium between the Victor Smorgon Group, the Kanat family and Robert Dicintio, each member brings to table a wealth of business and property experience founded in retail.

The Victor Smorgon Group (VSG) is co-owner and joint venture equity partner of Trenerry Group. Long-time retailers with humble beginnings as a Lygon Street butchery in 1927, VSG is regarded as one of Australia's most successful family conglomerates today, with diverse interests in retail, agriculture, fashion, retail, property and finance.

The Kanat family owns one of Australia's most successful and prominent family-owned businesses. They are third-generation textile retailers and wholesalers specialising in fashion, well known for bringing Hugo Boss to Australasia and currently hold the rights to the Ted Baker fashion brand among other significant business ventures.

Robert Dicintio is the lead development manager of the Trenerry Group and a highly successful property developer. Previously with Lend Lease and the Bensons Property Group, he has been involved with the development of Greensborough Plaza (\$130 million), Dandenong Plaza (\$120 million), Parkmore Keysborough and Chirnside Park Shopping Centres. He was also the Retail Planning, Development and Project Leasing Manager for the Melbourne Central Development after Daimaru's departure (\$275 million), among other shopping centre developments.

### PREVIOUS DEVELOPMENTS

- 33-53 Camberwell Road, East Hawthorn
- Ebony Camberwell, 347 Camberwell Road, Camberwell
- Trenerry Abbotsford, 99 Trenerry Crescent, Abbotsford



33-53 Camberwell Road, East Hawthorn





347 Camberwell Road, Camberwell

## CHT ARCHITECTS

Design-focused and multi-disciplinary, CHT Architects offers services in architecture, urban design and interior design. Based in Melbourne, they deliver high-quality, distinctive buildings and spaces that complement modern Australian life, responding to the aspirations of those who occupy them. CHT Architects consists of highly experienced architectural, urban design and interior design professionals, people committed to design excellence.



347 Camberwell Road, Camberwell







